PRINTERS'

INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

4934

JOL. CXXIII, No. 7

NEW YORK, MAY 17, 1923

10c A COPY



Measured in Cups

IT is often difficult to measure the results of an advertising campaign entirely in dollars and cents. Frequently advertising is calculated to break down prejudices and to induce a receptive attitude towards a product. So much accomplished, it may be adjudged successful.

When, four years ago, we started advertising for the Joint Coffee Trade Publicity Committee, of the United States, America was already a nation of coffee drinkers. But many took the cheerful morning cup or the satisfying demittasse with a feeling of guilty self-indulgence. There was, no doubt, a widespread ignorance about coffee. It menaced all branches of the industry—growers in Sao Paulo as well as roasters in the United States.

But coffee advertising is breaking down these doubts, for it tells the truth about coffee—its delights, its benefits, its proper brewing. Last year, America drank about 7,000,000,000 cups of coffee more than in 1918!

N.W. AYER & SON

ADVERTISING HEADQUARTERS

BOSTON

PHILADELPHIA

CHICAGO

Here's to the SLOGAN

Brief, easy to remember, the meat of the whole story, it rarely runs to even ten words.

Slogan-type brevity is most welcome to New Yorkers whose spare reading time is unusually scant.

To reach this city's millions quick, easily and often, car cards and posters form the logical medium.

Boil down your thought and they'll read and remember—feed their minds upon slogans and they'll soon know your goods.

Over 2,850,000 Daily Riders

INTERBOROUGH

Exclusively Subway & Elevated Advertising

Controlled by ARTEMAS WARD, Inc. 50 Union Square New York City

"In Sight, In the Light, Day and Night"

Issued wer Publishers, June 29, 11

Vol. CX

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CXXIII

NEW YORK, MAY 17, 1923

. No. 7

Establishing Sales Quotas forston Branded Merchandise UNIVERSITY

A Consideration of Some of the Many Elements That Make for Sound, Values in Sales Quotas

By J. J. Witherspoon

THERE is no indoor sport which has the same fascination as the attempt to establish equitable sales quotas. At the same time, there has been no more costly sport. Similarly, there has been no greater test of a sales manager's ability.

For the establishment of sales quotas, either as a basis for production or for compensation, is necessarily so intricate as to demand the very best qualities of the sales manager's brain—if it is to be done wisely and fairly; or the veritable tyro can guess at quotas without any but an expert being able to disprove his guesses.

Beyond this, the man with a hobby can weld his hobby into sales quota-making. If he believes in this basis or that, he can quickly multiply his hobby by statistics and arrive at a result which will momentarily satisfy

The president of a certain specialized manufacturing company recently decided that the time had arrived for him to establish scientific sales quotas. His first effort in this direction was in setting quotas for a liquid preparation designed admirably to keep men's hair from becoming mussed up. He based his quota on the theory that "varnished hair" would appeal to actors and the male dancing fraternity. In this he was apparently justified, since his company in its advertisements featured

the advantages to these professionals and semi-professionals. But he, as well as the company, overlooked the big feature in potential sales—the small boy.

A rival manufacturer who had not even arrived at the stage of thinking of sales quotas, based his appeal on the small boy user. This competitor advertised to mothers, with the result that the newcomer in the field has secured sales so much greater that it now dominates important outlets.

This example is given to show that there is no shortcut in sound quota-building. Before quotas can fairly be established, it is necessary to determine scientifically the territorial market for the product.

The two most popular methods of determining sales quotas are entirely unsound and unreliable. The first is based upon previous sales records. This presupposes model salesmen. The costliness of this method has been illustrated repeatedly. An office specialty manufacturer established quotas based on the previous year's sales and set a 10 per cent increase each year over these figures as the quota for succeeding years. The immediate result was to reward the men who had loafed on the job, because it made their quota altogether too low. This false quota brought about the situation which should have been antici-

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In a Mid-Western State a lazy salesman had sold, let us say, twenty-five thousand dollars worth of the specialties in his particular territory. He was discharged at the end of a year, because laziness was not his only fault and a more conspicuous weakness led to his removal. His successor was given as a quota a 10 per cent advance over the twenty-five thousand dollar figure. This set his quota for 1921 as twenty-seven thousand five hundred dollars. Although his successor was only an average salesman, he sold ninety thousand dollars' worth of the specialties during the year, receiving in compensation more than many other men with volumes several times as large and with abilities three times as great. This led to the disruption of the sales force and to entire dissatisfaction with the method of compensation, which was necessarily abandoned as a result.

POPULATION FIGURES OFTEN ABSURDLY USED

The other common type of basis for sales quotas is population. This is manifestly absurd with many products. A high-grade residential suburb of fifteen thousand population will prove a far better market for davenports retailing at three hundred fifty dollars, than a mill town with ten times the population. On the other hand, the mill town will unquestionably prove a far better market for chewing tobacco per capita than the exclusive residential suburb of fifteen thousand.

A still further proof of the folly of attempting to use population without modification as the basis of a sales quota, is to be seen in the differing nature of cities of the same population. Certain cities are jobbing centres. Their geographical location and the commercial development make them distributing points rather than retail outlets. Obviously, sales of branded merchandise in such jobbing centres should be decidedly greater than in other cities which lie in the non-jobbing zones where jobbing is more of a name for

local distribution from wholesalers to retailers, rather than distribution over hundreds of miles of territory, as is the case with many Mid-Western, Western and Southwestern cities.

It is far better to seek definite information in regard to distribution possibilities before attempting quota-building, than after-ward. This is borne out by the experience of a collar and shirt manufacturer who made elaborate quotas based on past sales, and modified these only by the factor of increased sales effort. This manufacturer has a large force of This field salesmen, all of the same general type and with comparatively little variation in ability or sales volume. This is not a coincidence. for this manufacturer has always believed in equalizing territories. so far as possible, and in keeping down sales overhead by increasing the number of the salesmen. rather than offering opportunities for exceptional men.

This manufacturer frankly believed that his sales figures represented full volume at the normal sales effort of his normal sales force. He purposed to increase sales by increasing advertising; a stock replacement plan with dealers which was certain to appeal, and by dealer helps. He went to the extent of making a test of the plan in a small city in which test conditions were strictly maintained. On this basis he figured that a 16 per cent increase in sales could be expected from the sales stimulants which had been decided upon. Quotas were established on this basis. Compensation on a base salary and commission for sales in excess of quota, was placed in effect.

It is only fair to say that the system has worked as its originators expected. But the field was left wide open to a new competitor. The new competitor determined sales possibilities, rather than base his ideals on previous sales plus stimulation. He saw the possibilities of greater sales through better sales methods. He determined national sales possibilities by field tests, not

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Affiliation of Agency Interests

The H. K. McCann Company, Limited, of Toronto and The Advertising Service Company, Limited, of Toronto and Montreal, have effected an affiliation of their advertising agency interests as of May 1, 1923. The combined business of these companies will be continued under the name of The Advertising Service Company, Limited. This company and The H. K. McCann Company (of the United States) will cooperate in the handling of advertising in both countries.

By this affiliation of companies, each of which has an established reputation in Canada, an advertising organization has been created which in strength and efficiency is second to none in the Dominion. We believe it merits the attention and careful consideration of advertisers both in Canada and the United States.

Mr. C. T. Solomon, President of The Advertising Service Company, Limited, will be in charge of the Toronto office at 14 King St. East and Mr. H. R. Cockfield, Secretary-Treasurer, will be in charge of the Montreal office at 70 McGill College Avenue.

The H. K. McCann Company, Limited
The Advertising Service Company,
Limited

of a single city, but of typical towns and typical cities. Over 2.000 interviews with dealers in men's shirts and collars were but a part of the field investigation. As a result, a sales force was built up of higher-calibre men capable of instructing dealers in better sales methods. Quotas were set for these men so that the sales cost was actually lower than that of the other enterprise, although the quotas were two to three times as high. Both quotas were reasonable for the type of men to which they were applied. But the second manufacturer today has sales distribution so infinitely better, actually and potentially, that there is no comparison—and at a lower sales cost.

One New York manufacturer has a sound quota which cost in clerical work alone \$20,000 to produce. Let us call his product pencil sharpeners so as to hide its identity. The actual product sells in larger volume than pencil sharpeners. It is interesting to note the sharp contrast to methods employed by the manufacturer of a similar product whose quota was established blindly. First of all, he worked in close harmony with leading manufacturers of lead pencils to secure data which would be of value to both industries. This included pooling of information which assisted sales of lead pencils. It went further. and determined the use in businesses as contrasted with the use in homes. It then led into field investigations of existing methods of pencil sharpening, including use of competitive devices.

From this start, clerical compilation of trade outlets commenced. Pencil sharpeners are marketed not only through stationery stores, but also through department stores, notion stores, news and periodical stores and in many notion departments in general stores. Tests were made in the field which determined the sales possibilities of each of these types, and reached into such fields as wholesale drug houses.

Ultimately, a definite value was determined for each type of outlet,

and there was also determined the relation of the size of the outlet to the potential size of sales. For example, each large department store in the United States was assigned a definite sales quota, based first upon the fact that it was a department store, and then modified by the attention given or which could be given to the marketing of stationery items of small office devices. Roughly, the existing importance of fountain pens rather than pencils was established as the standard, and this high quota set. It was a high quota because fountain pens are a gift item in the eyes of the department store; whereas, lead pencils fall under the general classification of small notions.

RESULTS JUSTIFIED THIS PLAN

But the sales plan for department stores evolved by this pencil sharpener manufacturer placed it on a parity with fountain pens, and results have shown the correctness of the estimate. Just as this quota was set for department stores, it was also set for drug stores, stationery stores, news and periodical stores, and so on, down to the smallest outlet.

Credit reference books, local directories and telephone directories were then brought into play to list existing outlets, against each of which was placed a sales quota.

A total of the sales quotas of these, plus a separate division covering mail-order houses, brought a national sales quota which, of course, included every conceivable territorial sales quota, from hamlets, through counties and States. Thus it was possible to establish sales quotas for each salesman, even though the salesman might have as his territory—as several did—towns and cities in as many as six States.

The exact science of building sales quotas is yet to be determined. So many elements enter into the upbuilding of methods of securing full information; of correctly setting the exact valuation of each factor; of combining

(Continued on page 190)

The reason NEEDLECRAFT MAGAZINE gets on so many representative lists is because it is strongest where all other high-grade women's magazines are weakest—in small towns.

And in its own particular field it is supreme—in every way.



Member A. B. C.

"Labor Shortage" a Timely Theme for Industrial Advertising

Shepard Electric Hoist Centres Entire Campaign on Labor Situation

By John Allen Murphy

FORTUNATE, indeed, is the advertiser who is able to tie his copy appropriately to the headlines appearing in the newspapers of the day. Advertising copy that is based on current news is sure of winning the attention and the interest of readers. It is doubly sure of this if the news is of such a nature that it vitally concerns a large body of these readers. Timely campaigns of this kind, where the news interest is genuine, if discreetly managed, can often be made to produce enough additional immediate business to pay not only the cost of the effort but also pay a profit besides.

A campaign of this type that is worthy of commendation, is the one being put on by the Shepard Electric Crane and Hoist Co., of Montour Falls, N. Y. It is in behalf of the Liftabout, the one-half and one ton electrically operated hoist which this company has been extensively advertising in industrial papers, in consumer mediums and by widespread direct adver-

tising for two years.

The story of the advent of this product into the market and how advertising introduced it has already been told in Printers' Ink Monthly. Briefly, however, it may be repeated that the Liftabout was brought out during the depression of two years ago. At that time the demand for large electric cranes and hoists had fallen off almost to the zero point. But the Shepard folk did not let this worry them. They realized that there was a need for a small hoist to lift all sorts of small loads that always had been lifted by man power or by the old-fashioned block-and-tackle system. The need for such a device existed, though latently, not only throughout the industries but also throughout the bypaths of life itself. More than a hundred distinctly different uses for the Liftabout have already been discovered. These range from a fire department at Harrison, N. Y., to McCrellish & Quigley Go., printers, Trenton, N. J. The Harrison fire chief bought a Liftabout to elevate and to suspend the hose so that it can be well drained after a fire. The printing organization uses a Liftabout for doing the "printer's devil" job of handling type forms between composing room and press room.

HOW ADVERTISING IS USED

As I said, the Liftabout has been well advertised from the first. The main purpose of the advertising has been to scout for uses for the hoist. As isolated uses were discovered, intense advertising drives have been concentrated to extend the use of the product throughout the field of the discovery. Thus special campaigns have been conducted to ice plants, bakeries, foundries, etc. company's earlier copy emphasized the economy of the product. It stressed the Liftabout's effectiveness in reducing production costs. Since last fall, however, the emphasis has been placed entirely on how this hoist can help in the acute labor shortage that exists at present. All of the current copy is tied up most logically and often quite dramatically with the newspaper discussions on immigration restrictions, the scarcity of labor and especially with the "Help Wanted" advertising col-

One Sunday morning last October, A. J. Barnes, sales manager of the Liftabout department of the Shepard business, was looking over the morning newspapers, when his attention was attracted to the classified advertising secThe Brooklyn Edison Co. develops daily energy almost equal to the Niagara development.

Energetic Brooklyn consumes 670,000 horse power daily from one plant alone.

If you have any energy at all you will discover that the energetic newspaper here is the Standard Union.

R. G. R. Shinisman

tion of one of them. Mr. Barnes noticed that there was column after column and page after page of "want ads" reading something like this: "Handy man for general factory work and packing; call at once." Or, "Helpers, experienced handling furniture."

After reading several dozen of these printed cries for help, Mr. Barnes was impressed with the fact that there was a big demand for labor. "I wish I could get a Liftabout message to each of these advertisers, personally," he concluded. "Many of them will not be able to get the help for which they are asking. A Liftabout, which can be operated by one man, could do the handling work for these advertisers which might ordinarily require several men."

By next morning when Mr. Barnes arrived at his office, this germ of a thought had become a resolution. The company sends out a weekly bulletin to its distributors, who are located in some thirty-odd cities throughout the country. The bulletin that went out that particular week reminded the distributors of the labor shortage that appeared to be getting worse every day. It told them of the columns of "Help Wanted" advertisements to be found in every newspaper. It was suggested that the distributors read these advertisements daily and that they follow up any, where it seemed that there was need for a Liftabout. They were told, where it was advisable, to send Shepard literature to the advertiser and to have a salesman call in every case where that seemed to be good policy. This plan has been pursued ever since by many of the distributors with results that obviously could not be anything but satisfactory.

But that is only a small part of the campaign. The big thing and the one that to Printers' Ink readers will be the most interesting is the way the Shepard Electric Crane & Hoist Company has centred all of its advertising in all its varied list of mediums on the labor situation. On November 1971 of the company has control of the company has centred all of its advertising in all its varied list of mediums on the labor situation. On November 1972 of the company has been supported by the company of t

ber 16, last, after steel mills began to raise wages, the company devoted one of its page advertise-ments in business papers to an open letter, which was addressed "to steel operators of the Pittsburgh-Youngstown-Wheeling district." The operators were told: "You, too, can free yourselves from subserviency to the supply and demand of common laborminimizing its numerical strength, This you can accomplish through the simple expedient of assigning lifting and transferring operations, once so expensive in time and labor, to the charge of Shepard hoists and cranes." letter was signed by F. A. Hatch, vice-president and general manager.

CLINCHING THE APPEAL

That was the only open-letter piece of copy used in the cam-paign. Most subsequent pieces have played up reproductions of "want ads." These are usually "want ads." sprinkled all over the top of the company's advertisements. ried executives are shown contemplating such signs as "Laborers Wanted; Help of All Kinds Needed Immediately." A closeup of the Liftabout is then pointed to as "a way out" of the problem. This is the type of copy that is usually introduced to clinch the appeal: "Two, three, four, maybe a dozen men released for other work - greater speed, efficiency and remarkably low cost in the movement of material-the picking up, carrying, and putting down of loads-which is usually the most costly item in either manufacturing or distribution - freedom from subserviency to the 'supply and demand' of laborpermanent help instead of fluctuation and uncertainty-a remedy for labor shortage, not found in help wanted columns—the Liftabout has done all this for hundreds of business executives. It has provided 'plenty of help,' and has been a way out of many perplexing labor problems.

"Every one of these powerful little electric hoists in service, and it is used in practically every line 923 gan

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What does this Trademark show?



It pictures the typical American family having a common interest.

It pictures the average home where The Youth's Companion is a part of the life of the whole family.

It pictures the Five-Plus possibilities of The Youth's Companion circulation to the advertiser, who needs to interest families in order to secure maximum results.

The Youth's Companion

For All the Family

Boston, Massachusetts

New York Office: 1701 Flatiron Building Chicago Office: 22 So. Michigan Blvd. of business, is making an actual dollars-and-cents saving for its owner."

In other advertisements newspaper headlines are reproduced. One taken from the New York Tribune shouted: "Plans to Cut Alien Influx to Minimum; Chair-Johnson of Immigration Committee Suggests Half of One Per Cent as the Basis." Besides this reproduction of a newspaper clipping, the company introduces its own caption which "Shortage of Unskilled Labor is Growing Acute-It's Your Problem." This caption is followed up with copy that strikes this note:

There is less unskilled labor available today than for years past and more work for it to do.

Statistics show that for the past three years many more alien laborers have left this country than have entered. This fact, coupled with restricted immigration, are chief reasons for wage in many industries in various parts of the country. Labor costs are high and will continue to be so. Machinery for replacing labor is the one remedy at your command.

This powerful little Liftabout is the mechanical means for lifting and moving your loads. It will protect you from labor shortage, and save hundreds of dollars in high wages.

True to the method that it has always used in Liftabout advertising, the company is filling its advertisements with illustrations. These usually consist of a string of drawings showing the product in action on some job. These cuts speak for themselves, telling a story without words. The illustrations used are in the nature of testimonials inasmuch as all the scenes shown are drawn from photographs of actual installations.

The copy described is appearing in business papers reaching a variety of industries. Copy of much the same kind appears in one of the weeklies. A special concentrated campaign, however, has recently been put on in Brooklyn. It is in the nature of an experiment. If the sales it brings in justify the effort, it will be tried out in other cities. Some newspaper advertising was done. This was followed by an illustrated let-

ter drive directed to 1,000 concerns in the Brooklyn Chamber of Commerce. The caption to the first letter screamed, "Help! Help! In Brooklyn." Going on the letter declared: "You can have plenty of it. Here's a remedy for labor shortage not found in help wanted columns," etc. Five letters are contemplated on this list. The first one has just gone out. Already it has produced 3 per cent inquiries, which seems to portend well for the success of the camnaign.

In all of this advertising, the company is very careful not to offend labor. There is no talk about "replacing labor," except to replace it for more important and better paid work. The shortage of common labor is acute. Every business man knows this. would seem as though this shortage is permanent. Immigration restrictions, education, social influences, legislation and a variety of other causes is causing this shortage. In farming, in factories, in stores and in fact in the home. the tendency is to have machinery perform the work formerly done through sheer physical strength

of man or beast. The time is coming when our common labor tasks will not be performed at all unless we get machinery to do them. In its il-lustrations the Shepard advertising brings out this point graphically. Repeatedly it exhibits scenes showing three or four men struggling to get a heavy box into a truck, while in another picture the same box is being easily elevated onto the truck by one man, with the aid of a Liftabout. Pictures of this kind show that it is not only wasteful and inefficient, but that it is also stupid to have work done by hand labor when it might as well be done by machinery.

You want to know what results the company is getting from its advertising. Well, the factory is oversold. That is eloquent proof of the puddin'. Also Liftabout sales are increasing monthly. What better evidence could there be than that?

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Advertising Experts Verify Buffalo Times Circulation

A committee composed of four of the best-known advertising experts in this city, including Mr. J. E. MacWilliams, sales manager of the J. N. Adam Co.; Mr. Benjamin Fowler, advertising manager of the Wm. Hengerer Co.; Miss Mattie Gorman, advertising manager of the Hens & Kelly Co., and Mr. John E. Genrich, advertising manager of the J. J. Siegrist & Co., Inc., met at the office of the Buffalo Times, Tuesday, April 24, 1923, for the purpose of determining the average circulation of the Buffalo Evening Times during the period of the recent circulation estimate study. A thorough and complete record and every detail connected with the circulation of the Buffalo Times was placed at the disposal of this committee.

After a very careful examination and inspection, the committee arrived at the exact daily circulation of the Buffalo Evening Times for the period from March 5, 1923, to April 21, 1923, inclusive, this figure being a certain definite number between 95,000 and 96,000.

The report of the committee appears below:

We, the undersigned appointed as a Committee to determine the average circulation of the Buffale Evening TIMES for the period of forty-two days, from March 5th to April 31st inclusive, in order that the checking of the estimate submitted may be proceeded with without delay, do hereby state that the average daily circulation of the Buffalo Evening TIMES during the period above mentioned as shown by the complete circulation records as submitted to this Committee, these records being those to be audited by the Audit Bureau of Circulations at their regular examination period, was a certain definite number between 95,000 and 96,000.

After the checking of all answers has been completed, the final awards of the

After the checking of all answers has been completed, the final awards of the prizes and names of prize-winners will be announced by this Committee.

Mathe General Co Wall Here Helly Co With J. Diegrist & Co. Mc

Following the last publication of the Estimate Blank, which was made on Sunday, April 15th, the circulation of the Buffalo Evening Times for the next five days was found to be as follows:

Monday, April 16th, 1923	98,935
Tuesday, April 17th, 1923	99,113
Wednesday, April 18th, 1923	
Thursday, April 19th, 1923	
Friday, April 20th, 1923	

NORMAN E. MACK, EDITOR AND PUBLISHER

National Representative

VERREE & CONKLIN, INC.

New York—Chicago Detroit—San Francisco

Repre

Will Prosperity Last?

"IF we are really intelligent," says Owen D. Young, Chairman of the President's Unemployment Conference, "we may stay at the present high point of the business cycle for a long time. It is a time for caution."

But caution is not timidity. It does not displace confidence or courage. Mr. Young believes that with better knowledge we can control the business cycle—level off speculative peaks and fill in disastrous hollows. Arthur Bullard's interview with him is in this week's Collier's.

Millions of people in America are alert and eager for the knowledge of men and affairs which is the foundation stone of all progress. Collier's is edited for these millions, to give them accurate information on which they can do their own thinking.

Writers for Collier's must do leg-work as well as head-work. They go there, get the facts, see the people, and write what they know, not what they guess.

A Collier's reporter is now out on the trail of the exploiters of child labor. Another is working westward studying each great rail-

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ail is ilroad system. Another has swung round the circle of state capitals and is reporting what the state legislatures did or failed to do this spring. Another has visited the best public schools and is picturing them. Another is traveling through the South, catching the new spirit that is alive there. Another is in Mexico; another checking up on the changing aspects of prohibition, another doing the same for national politics.

Samuel Crowther and Frederick Palmer are in Europe with assignments for Collier's, and Will Irwin sailed last week to get the newest facts on international peace.

The vital warmth of Collier's holds the lively interest of forward-looking men and women in more than a million homes. The most responsive market an advertiser of good goods can reach.

Collier's

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue, New York, N. Y.

The Facts Cannot Be Evaded; the Conclusion Cannot Be Avoided

The Facts:

Consistently, week in and week out, The Chicago Daily News prints more advertising during the six working, buying days than any other Chicago newspaper. This record has been maintained over a long period of years, giving indisputable evidence of sustained faith on the part of a large number of continuous and successful advertisers who believe in The Daily News because their belief pays.

The Conclusion:

The cheapest, quickest, surest way to the buying homes of Chicago is through The Daily News. The only way to all of Chicago at one time is through

THE CHICAGO DAILY NEWS

"It Covers Chicago"

Но

An Ad

THE property of that a flavori combin which examp

Prochave as but for is tea, The I ingreding the table, of the gethat faused a combin pies, dishes.

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How Grape-Nuts Is Advertising to Become a Two-Class Product

An Advertising Campaign That Offers Women \$7,500 for New Recipes and That Will Greatly Extend the Company's Selling Field

By Benjamin Berfield

THERE are three kinds of food products: those that are complete in themselves, like tea; those that are purely ingredients, like flavoring extracts; and those that combine the two functions, of which canned peaches are an

example.

Products in the first class may have a limited use as ingredients, but for the most part are used as is tea, as one item on the menu. The products that are used as ingredients often lose their identity in the dish as it is served at the table, or form only a small part of the general whole. Those foods that fall into the last class can be used as a single dish or can be combined, as canned peaches, into pies, cakes or other excellent dishes.

For years the manufacturers of Grape-Nuts were contented to consider their product as falling almost entirely in the first class. Advertising and sales effort was directed toward selling Grape-Nuts, a breakfast cereal, as a dish complete in itself. On this basis an excellent business was built, and for a number of years the Postum Cereal Company, Inc. has been a large advertiser, using many mediums.

Of course, a product which falls in the first class is always limited in its sales. It can go so far and no farther, whereas the product that is in the combination class finds its sales limited only by the

ingenuity of the housekeeper in devising new combinations.

From time to time the Postum company has received letters from housekeepers who have found new uses for Grape-Nuts, letters that were written under the impulse of enthusiastic discovery by women who considered their secrets too good to be kept. While it realized that there was a pos-

sibility of selling Grape-Nuts as a combination product, the company has not attempted to emphasize

this appeal.

However, as the number of letters increased and the company saw the many different uses to which Grape-Nuts was being put, it began to see the desirability of extending the use of the product, and of reaching out into new sales fields. Therefore this year it decided definitely to add to the appeal of Grape-Nuts and to place it definitely in minds of consumers as both a complete product in itself and as an ingredient.

WHY THE CONTEST WAS CONSIDERED NECESSARY

It had at its disposal a number of recipes showing how Grape-Nuts can be used as an ingredient in a number of attractive dishes, and it could have gone ahead with these recipes as a basis. It might have prepared a cook book, featured the recipes in its advertising, and procured a fair amount of added sales. But its experience with letters from housekeepers and the number of Grape-Nuts dishes with which the executives were familiar led the company to decide that such a campaign would not be enough. It felt that if it were to get the last ounce of good from its campaign it should offer to its customers the best recipes and as many of them as it was possible to collect.

It knew that there must be a great many women in the country who had discovered new Grape-Nuts uses and who had not taken the trouble to communicate this discovery to the company. Many of these recipes are presumably good ones, worthy of a place in the company's recipe list.

With this in mind the company decided to stage a contest which

would dig up these recipes and give the company a mass of data to work on which would assure it that its recipe book would be complete and would contain the best obtainable recipes in a sufficient variety to satisfy all its prospective users.

Early in May in newspapers throughout the country appeared the first announcement of the contest. This copy will be followed by space in a list of magazines. In addition to this the company is printing folder announcements which will be distributed through grocers.

"Over \$7,500 for Grape-Nuts Recipes" is the caption of the first advertisement. The copy then explains the contest as follows:

The Postum Cereal Company will buy not less than 101 recipes or suggestions for new uses of Grape-Nuts, paying \$50.00 for each one accepted. And in addition—

Good Housekeeping Institute will decide an award of \$2,500 for the best four of the 101 or more recipes or suggestions for new uses of Grape-Nuts, so purchased:

\$1,000 for the first selection 750 " " second " 500 " " third " 250 " " fourth "

It is further announced that in case of a tie for any award offered, an award identical in all respects with that tied for will be made to each one tying.

At one side of the advertisement is a long panel containing ten recipes which have been tried and have proved their merit. These are printed to give women an idea of the variety of dishes that can be made from Grape-Nuts and to give them, if necessary, a basis for experimentation.

One section of the copy is headed "There is no other food like Grape-Nuts" and explains the reasons behind the contest. It here announces that the company is to publish a beautifully illustrated cook-book which will contain the new recipes discovered by the contest.

"What is Grape-Nuts?" is the heading of the next section which explains what foods go into the product. The copy goes on with a brief selling talk on the merits of Grape-Nuts.

The last part of the advertisement explains the contest more thoroughly, throwing added light on various details.

Although the copy has been out only a few days the company is already beginning to receive a number of recipes, many of which indicate that there is a surprising number of little known uses for Grape-Nuts. The contest will close on August 31 of this year, and the prize winners will be announced as soon as possible after that date.

A COMPLETE CAMPAIGN

In conducting the contest the company has chosen one of the most effective methods of uncovering new uses for its product. A strong advertising campaign, run in a large list of newspapers and magazines, reaches a number of consumers who otherwise would never learn of the contest. Backed by the circulars which women pick up in grocery stores the campaign should act as a comb with very fine teeth.

The extension of a product from the unit class into the combination of unit and ingredient class opens up a number of possibilities. Almost every food product, and a number of products in other fields, have uses that their makers have never conceived. If these uses are neglected and are not called to the attention of the whole body of consumers, many sales are overlooked.

The Postum Cereal Company, Inc. consciously has been over-looking some of these sales. But now that it is ready to go after them it hopes to be able to extend its field and to get added consumption for a product that has hitherto been limited almost entirely to one field.

Alfred P. Sloan, Jr., Heads General Motors

Alfred P. Sloan, Jr., vice-president of the General Motors Corporation. has succeeded Pierre S. du Pont, resigned, as president and chairman of the executive committee of that organization. Mr. du Pont continues as chairman of the board of directors and as a member of the finance and executive committees.

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The Power of "Printers' Ink" Model Statute Is Measured by Its Strength As a Deterrent

It Is the Weapon That Makes Moral Suasion Effective in Dealing with Fraudulent Advertisers

NATIONAL ASSOCIATION OF BEDDING MANUFACTURERS

CHICAGO, ILL. Editor of PRINTERS' INK:

We are familiar with the PRINTERS' INK Model Statute and have a list of the States in which this law has been enacted.

Will you please let us know whether convictions under this statute are very numerous or whether there is difficulty in most of the States in securing a conviction for misrepresentation in newspaper advertising?

paper advertising? We would like very much to know in which States recent convictions have been obtained for untruthful newspaper adver-

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NATIONAL ASSOCIATION OF BEDDING MANUFACTURERS,

S. J. MILLS, Secretary.

PRINTERS' INK Model Statute to which Mr. Mills refers is now a law in twenty-two States. It prohibits false, deceptive or misleading advertisements.

Before replying to the specific questions that Mr. Mills asked, PRINTERS' INK takes this as an opportune time to give certain fundamental facts concerning this statute and to sweep away any misconception concerning it that may have arisen during recent

years. Mr. Mills is making particular inquiry about false advertising in newspapers. It should here be stated, and in clear fashion, that the Model Statute does not single out newspapers or any other advertising medium. It singles out the person who is advertising fraudulently-the person responsible for the advertisement. reading of the statute itself is perhaps the best way to get a clear idea of its purpose. It is brief and gives its purpose in a few words. Here it is:

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly to be made, published, disseminated, circulated, or placed before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or miscleading, shall be guilty of a misdemeanor.

This is the statute that PRINT-ERS' INK set forth in 1911. Now, when PRINTERS' INK decided to advocate the enactment of this Model Statute as a law by every State in the Union, it said in very plain words that machinery to enforce the law was as important as the law itself. Here are the exact words:

"We are against any law unless at the same time it is made somebody's business to watch out for infractions of the law; to collect evidence and see that the case is pressed."

In setting forth this statute and in suggesting that machinery to enforce it be set in motion PRINT-ERS' INK never hoped that it would have to look to the records of courts for a vindication of that

law's effectiveness.

The machinery that has undertaken to enforce this law in the States that have it on their statute books is the National Vigilance Committee of the Associated Advertising Clubs of the World and its affiliated Better Business Bureaus.

The chief weapon of this Na-

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tional Vigilance Committee and its affiliated organizations is moral suasion. But these organizations can use moral suasion effectively only because the force of the Model Statute is always in the background. The very fact that the National Vigilance Committee did not use the word "vigilance" for local organizations, but rather termed them "Better Business Bureaus" is perhaps sufficient to show the manner in which the national organization, rightly, went out to use the power of the Model Statute in a constructive manner.

The PRINTERS' INK Model Statute then is a preventive measure—a deterrent. It works, of course, when called upon. Its effectiveness has been thoroughly tested and its validity has been

sustained in court.

Here, then, is what Printers' Ink feels is a background that must be seen before the answers to the questions that Mr. Mills raises can be readily understood.

For specific answers to Mr. Mills's questions we have gone to Kenneth Barnard, director of the National Vigilance Committee. Here is the substance of Mr.

Barnard's replies:

Convictions under the PRINT-ERS' INK Model Statute are not numerous. There are no records that purport to cover all convictions under this statute in States where it is a law. The National Vigilance Committee has a record of eighty-three cases in States that have the Model Statute as a law, and twenty-seven cases in States that have a law that is based on the Model Statute.

There is no difficulty in securing convictions of violators of the Model Statute in the opinion of Mr. Barnard (Mr. Barnard is a lawyer and has handled cases involving the use of this law during the time he served as manager and counsel of the Better Business Bureau of Toledo).

There have been prosecutions in which the use of the Model Statute has been involved during 1922 and 1923 in Rhode Island, Missouri, Ohio, Oklahoma and Washington, according to the records of the National Vigilance Committee. This information is given in answer to the last question raised above by Mr. Mills.

In answering these questions and in the brief statement of the purpose of the Model Statute and the National Vigilance Committee it is hoped that we have made clear that there is no glorying in prosecutions under this statute, no desire to see a long list of prosecutions and convictions under it, but rather satisfaction in seeing that those who would not otherwise be truthful in their advertising, understand that honesty in advertising pays when shown that the Model Statute is effective.—[Ed. PRINT-ERS' INK.

French Government Decorates Advertising Men

Charles Daniel Frey, head of the agency in Chicago bearing his name, and A. M. Briggs, vice-president of the Poster Advertising Company, New York, have been decorated by the French Government with the Medaille de la Reconnaissance Francaise. Captain Ellis Boisuneau represented the Government of France in presenting the decorations at a dinner that was held in Chicago on May 9.

Ellis Boisuneau represented the Government of France in presenting the decorations at a dinner that was held in Chicago on May 9.

Mr. Frey and Mr. Briggs were national directors of the American Protective League during the war, working with the Department of Justice and the Division of Military Intelligence.

Hearst Rochester and Syracuse Newspaper Appointment

Eugene MacLean has been appointed publisher of the Syracuse Evening Telegram and Sunday American and the Rochester Evening Journal and Synday American by William Randolph Hearst. Mr. MacLean was formerly general manager of the California group of the Scripps-Howard Newspapers.

Hartford Fire Insurance Account for Calkins & Holden Beginning July 1, the advertising of the Hartford Fire Insurance Company and the Hartford Accident and Indemnity Company, Hartford, Conn., will be directed by Calkins & Holden, Inc., New York advertising agency.

"Asia" Appoints Walter A.
Burr

Walter A. Burr has been appointed Western manager of Asia. During the past two years he has been representing Cosmopolitan, Good Honsekeeping, Motor and Harper's Bazar on the Pacific Coast 23

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Building up a market for your food products in

Philadelphia

Choice of The Philadelphia Bulletin by grocery and other stores to carry their selling talk to the women of the half-million homes in Philadelphia, Camden and their suburbs is a tip which many manufacturers will follow.

Retailers of foodstuffs pick the newspaper which brings buyers into their stores.

If you market food products, you can tell practically every Philadelphia family, and the families in the surrounding territory, about your goods through The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York—Dan A. Carroll, 150 Nassau St.
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.
London—M. Bryans, 125 Pall Mall, S. W. 1
Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright 1923-Bulletin Company)

\$1,400,000 Extra Profector of the Oklahoma Cottorov

Success of Cotton Co-Operative Marketing and Sponsorship of the Oklahoma Farmer-Stockman Tangibly Demonstrated

The Oklahoma Cotton Growers' Association earned for its members an average price for 1922 cotton considerably higher than the price received by non-members. This extra money totaled \$1,400,000.

As Carl Williams and the Oklahoma Farmer-Stockman in 1920 organized the Oklahoma Cotton Growers' Association (the first state to be so organized) and championed the colossal project against all sorts of discouragement, it naturally follows that these co-operative cotton farmers who received \$1,400,000 extra profit are subscribers to the Oklahoma Farmer-Stockman

Carl Williams is a director of the Oklahoma Cotton Growers'
Association.

Wheat Marketing

Figures regarding the result of co-operative wheat marketing 1922 crop, are not yet available. Carl Williams is a director of the Oklahoma Wheat Growers' Association and President of the Southwest Wheat Growers, Associated.

Other Co-Operative Marketing

The Oklahoma Farmer-Stockman and Carl Williams and is other Editors, for years have taken the initiative and maintained the leadership in commodity co-operative marketing. The results of their strenuous campaigns among the farmers are bearing fruit in so successful a manner as to strain belief.

The point is that the virile policy of the Oklahoma Farmer-Stockman has just naturally attracted as subscribers the most progressive and best farmers of the state. Fortur Willia to the co-ope the he into o Growe only the

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A National Gain

Fortunately for American agriculture the influence of Carl Williams and the Oklahoma Farmer-Stockman is not confined to the southwest. Based upon the so-called "Oklahoma Plan," co-operative cotton marketing associations were formed, with the help of Williams, in the other cotton states and all merged into one central selling agency. This is the American Cotton Growers' Exchange of which Carl Williams is President. Though only three years old, it does an annual business of \$200,000,000!

Members of the American Cotton Growers' Exchange received for their 1922 crop conservatively \$15,000,000, extra profit! This additional money is the result of marketing economies of which the farmer gets the benefit. The cost to the ultimate consumer is not affected.

Everybody who sells something to the cotton farmer will benefit by this accomplishment. Of course the good doesn't stop there. The movement, having been vindicated, is spreading like wildfire. The entire nation will gain.

The Farm Journal, Philadelphia, August 1922, editorially said in part regarding the War Finance Corporation: "Consider Cotton, on which so much of the corporation's work was concentrated. Cotton was in a strong position last fall, and some advance from 11c was certain. But who can believe that the cotton trade would have allowed the price to go to 18c and 20 and 22c if they could have stopped it? What did it was CARL WILLIAMS and his able associates and the invincible backing of EUGENE MEYER, Jr. and his government millions, and nothing else in the world."



Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla

E.KATZ SPECIAL ADVERTISING AGENCY
NewYork Chicago Kansas City Atlanta San Francisco

Complete Service To Advertisers

All Records Broken!

The Biggest Month's Business April 1923 1,733,675 Lines

The Biggest Week's Business April 30 to May 6, 1923 443,582 Lines

The Biggest Day's Business Friday, May 5, 1923 95,853 Lines

A LINEAGE record that shows plainly the confidence which advertisers place in The Journal—a confidence based solely on results produced. The Journal sells the goods—consequently The Journal carried 429,344 lines more in April than the other two papers combined—and broke all previous Journal records which means, of course, all records for Wisconsin newspapers.

Where Advertising Pays It Grows and Stays!

These figures indicate, too, that business is good in the Milwaukee-Wisconsin Market—that this market affords a splendid opportunity to swell your 1923 sales by a little concentrated effort in an active community of a half million buyers that is thoroughly covered by a single paper at one low advertising cost—

The Milwaukee Journal

Rotogravure—Black—White—Color

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Association of National Advertisers Prescribes More and Better Advertising

Semi-Annual Meeting at Detroit Devoted to Consideration of Essentials
That Help to Make Advertising More Effective

I N an address before the semiannual convention of the Association of National Advertisers in Detroit last week, H. M. Jewett, president of the P'aige-Detroit Motor Car Company, asserted the business men of America need have no fear of the future so long as they keep on advertising and fighting. Mr. Jewett's suggestion, made at the association's dinner, was later taken up on the floor of the convention and became the keynote of the meeting.

Mr. Jewett said he spoke of advertising from personal knowledge of what it had accomplished for the automotive industry, and then made the interesting assertion that the success of the automobile was fully as much a matter of advertising as of inventive genius.

"People had to be sold on transportation," he said. "Detroit is now the automobile capital of the world, but this was brought about altogether by advertising. In the early days of the industry, when manufacturers could ahead and see a great vision of what the new invention could do. even the people of Detroit would have little of it. This was one of the most conservative towns in the country then, as a little instance in my own experience will show. In 1903 I was offered a fourth interest in the Ford Motor Company in payment of a debt of \$12,500. Not knowing what to do, I sought the advice of the president of a large Detroit bank. He advised that I refuse the offer, and I dtd. His reason was that the market for cars was over-crowded! And there were probably less than a thousand cars in the country at the time.

"It is all a mistake to say that the people accepted the automobile in such a lavish way because they wanted it. They absolutely did not want it, or at least they imagined they did not. Advertising sold it to them, the same as advertising can sell other worthy products at times when people imagine they do not want them.

"In the history of the automobile business is a live thought for you gentlemen right now. hear much of a slump in business that will come next fall, next January or some other time. The unrest in Europe is held up as one of the reasons. With great Russia in a non-productive state as at present, our farmers have that much competition removed, and thus have a fairly clear title to European markets. Of course there are bound to be little hollows once in a while, but these should only be the signals for more advertising and harder effort. If the proper effort is exerted, business will go right along in a prosperous way. This is the time for more and better advertising."

THE PLACE OF THE DEALER IN ADVER-TISING IS DISCUSSED

There was general acceptance of Mr. Jewett's view, and the convention devoted earnest effort to considering such essentials as would help make advertising more effective. The speeches and discussions indicated a general intention, for one thing, to try to understand the dealer better. was recommended that the advertising manager could make money for his firm by visiting the dealer and sell him on the advertising idea; also that advertising, rather than goods, could well be the theme of the advertising manager's efforts. In other words, more pressure should be laid on showing the dealer how he can sell something rather than giving him an opportunity to buy,

was agreed that one very effective method of bringing this about is to see that the firm's salesmen are thoroughly acquainted with its advertising.

"Give your salesmen the advertising idea," said C. C. Younggreen, of the J. I. Case Plow Works Company, of Racine, Wis., "and they will sell selling to the retailer. When the retailer learns this he will buy merchandise auto-

matically."

The proceedings were largely informal, reverting back to the early days of the association. Aside from the dinner program there were only three set addresses. A great number of essential topics had been set down for discussion, and on these fiveminute speeches were made. president, G. B. Sharpe, advertising manager of the Burroughs Adding Machine Company, would frequently call on some member for an extemporaneous presentation of one of the assigned topics, making the sessions of the round table variety. The members exthemselves as being pressed pleased with this method, but suggested that at the annual meeting next fall about half the time be devoted to set speeches and the rest of the time to informal consideration.

AN "EAT MORE" BREAD PLEA

Much interest was stirred up by an address made by H. E. Barnard, of Chicago, director of the American Baking Institute, which he made a plea for a general co-operative advertising campaign to induce 100,000,000 people to "eat one more slice of bread at each meal." He declared the best method of helping the two million wheat farmers of the country was not by government price-fixing or new political alignments, but by providing more receptive markets. It was his idea that if the national advertisers of the country would add to their advertising the slogan "Eat More Wheat," the market would be provided.

"If another slice of bread could be added to each meal of everybody in America," said Mr. Bar-

nard, "170,000,000 additional bushels of wheat, to make 35,000,000 barrels of flour would be sold. This would mean to the cotton grower and spinner a market for 40,000,000 more yards of cotton cloth. It would mean a market for 162,500,000 bushels of corn required to fatten 4,375,000 hogs weighing 200 pounds each to furnish the 140,000,000 pounds of lard needed as shortening for the additional flour. It would mean a billion pounds of butter to spread the bread, and would create a need for 140,000,000 pounds of yeast made from millions of bushels of rye and barley. It would mean prosperity for the railroads which haul wheat from the farm and goods back to it; for implement manufacturers waiting to sell tools; for clothiers, shoemakers and for manufacturers and retailers of many commodities tending to make life more comfortable and happy."

Many of the advertisers present at the meeting expressed themselves to a PRINTERS' INK representative as determined to add the slogan to their advertising.

The A. N. A. standardization program was discussed by Dr. R. E. Rindfusz, of the United Typothetæ of America, who made the prediction that "within a very few years the ink manufacturers will be issuing to printers a chart showing the standardized papers and against each the inks that are made to suit them—an adaptation of the automobile oil chart arrangement."

Dr. Rindfusz declared, however, that the much-to-be-desired standardization of inks could never be brought about unless the same thing were applied to paper.

"There are listed today," he said, "as being in active use about 1,300 brands of bond paper, including only those brands controlled by the mill and the jobber. Suppose the jobber's brands, including three-fourths of the whole, could be done away with. In this case fully one-half of the existing paper stocks could be eliminated. Thus the turnover of the mill, the merchant and the

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May 17, 1923

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printer would be doubled and the distribution burden of the consumer reduced proportionately. Suppose, following this, the mill production was definitely graded and that each mill threw out its overlapping brands, so that it produced only one brand for each grade it was equipped to manufacture. The gains indicated would be repeated."

An address by Carl J. Balliett, vice-president of Vicks Chemical Co., Greensboro, N. C., resulted in the formation of a postal affairs committee to co-operate with similar committees of the other advertising bodies in a move to bring about a more expeditious handling of advertising matter in the mails.

Mr. Balliett told about a recent mailing made by his company covering all the rural routes of the country, all the pieces being addressed to box numbers on the rural routes. The mailing was made possible, he said, by a recent postoffice department regulation

permitting postmasters to give out information as to the number of rural routes emanating from their offices and the number of rural free delivery boxes on each route. He described this as an adaptation the system prevailing Canada, New Zealand and some other countries whereby a postoffice may accept and deliver to each house in the city mail matter addressed simply to "The Householder." This type of mailing he described as being speedily and economically handled "provided the advertiser encloses in one box all the pieces of advertising matter for each route and pastes on each box a label addressed to the carrier for that particular route.'

The convention adopted a resolution providing that "the postal affairs committee investigate and report on these matters with a view to placing facts before the United States Post Office Department bearing upon postmasters being permitted to give out informa-

The George L.Dyer Company 4.2 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

May 17

tion on request as to the number of families served by each rural or city carrier, and to accept and deliver, if enclosed in properly labeled boxes, mail matter sufficient to cover each city or rural route, the box bearing the address only of the route carrier, the individual pieces of matter bearing no address whatever."

POSTAL COMMITTEE MEMBERS

The committee, as appointed by President Sharpe, consists of Mr. Balliett: Walter L. Weeden, trade promotion manager of the George W. Blabon Company, Philadelphia, Tim Thrift, advertising manager of the American Multigraph Sales Co., of Cleveland. The committee will confer with similar committees of the Associated Advertising Clubs of the World and the Direct Mail Advertising Association, and endeavor to agree upon a united presentation to be made to the Post Office Department.

A report to the effect that the Association of National Advertisers had complained to the Federal Trade Commission that the recognition of advertising agencies by publishers' associations is in restraint of trade, was in circulation at the convention. John Sullivan, secretary-treasurer of the association, called upon John Neville Boyle, of New York, the organization's attorney, to make a statement on the subject.

Mr. Boyle declared to the members that "the Association of Na-Advertisers tional has directly or indirectly, made to the Federal Trade Commission any representation whatsoever regarding the relations of agencies and publishers." Secretary Sullivan and President Sharpe added later private conversation that nothing of the kind had even been contemplated by the association.

Mr. Boyle in his statement referred to the decision in the case of N. W. Ayer & Son against the United States Rubber Company, as reported at length in PRINTERS' INK of April 26, and gave it as his opinion that the advertiser was liable for obliga-

tions incurred in his behalf by an agency. This being so, he recommended a standard form of agency contract, which is something that may be taken up later.

Speakers at the semi-annual dinner, in addition to Mr. Jewett, were E. St. Elmo Lewis, vice-president Campbell-Ewald Company, first president and one of the founders of the association: Harry Tipper, business manager of Automotive Industries, of New York, and Douglas Malloch, poet and author of Chicago.

At one of the afternoon sessions Joseph Meadon, of Detroit. president of the Direct Mail Advertising Association, answered a large number of technical questions as to color and process

printing.

The annual meeting of the association, normally scheduled for December, may be held some time between September 1st and October 15th, the idea being that the earlier date would enable the members to confer as to certain aspects of their fall campaigns. The sentiment was in favor of the earlier date, and the board of directors was authorized to decide. The meeting will be held at some Eastern point.

W. Ellis at New York

Office of McCann Agency Lynn W, Ellis, vice-president of The H. K. McCann Company, Inc., who has been in charge of the Cleveland office of the company, has joined the New York staff, where he will be located permanently.

Raymond Atwood succeeds Mr. Ellis as manager of the Cleveland office.

C. H. Tobey, Acting Publisher, Boston "American"

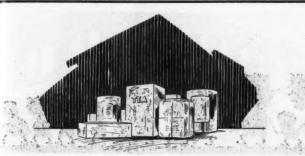
C. H. Tobey, assistant publisher of the Boston American, is acting as publisher of that newspaper during the absence of Edward A. Westfall, publisher, who is now in Europe.

M. C. Priest has been appointed busi-

ness manager of the Boston American.

F. S. Buggie, Business Manager, Toledo, O. "Blade"

F. S. Buggie has been appointed business manager of the Toledo, O. Blade. Sylvan Snyder has been made assistant business manager, succeeding Henry Bradley, who has resigned to join the London, Eng., Express. by he of ne-er. nal tt, ce-n-of n; er we et



Green tea.or Black?

INDIANAPOLIS has an appetite for green tea.

Nearly 90% of the tea imported into this country is *black* tea, but in spite of a positive national preference for the black variety, Indianapolis people continue to buy and use the *green*.

Market statistics for the nation cannot accurately reveal the specific conditions and buying habits of an individual market. Blanket statistics don't always fit.

The merchandising department of The News knows the Indianapolis Radius market from long and intimate experience. The figures quoted in a News market survey are the plain facts, intelligently collected and interpreted in the light of a broad acquaintance and personal knowledge of the Indianapolis Radius.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
DAN A. CARROLL, 150 Nassau St.

Chicago Office
J. E. LUTZ, The Tower Bldg.



How To Hely [1

Ask Tom Witten

He owns a prosperous Hardware and Farm Equipment business in Trenton, Missouri. He is a prominent member of the Western Retail Implement Vehicle and Hardware Association.

Tom Witten knows the papers his customers read and what papers bring them into his store. And this is what he says:

"Capper Farm Press advertising helps my business. It gets customers acquainted with the lines I sell.

"Not a week passes by," he says, "but what I receive benefit from it."

Arthur Capper

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APPER

Circulation 1,553.696

Sections - Capper's Farmer - Oklahoma Farmer Kansas Farmer and Mail and Breeze farn two

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TOPEKA, KANSAS



The Dealer Sell

The Capper Farm Press reaches 1,553,696 farm homes in the eighteen states producing two-thirds of the total agricultural wealth.

And because the Capper Farm Press is published in eight sections, it is able to give its readers a localized editorial service that no other agricultural paper is duplicating.

To help the dealer sell, give him the coverage he needs. Use the Capper Farm Press, the First Medium in the First Farm Market.



ARM

RESS

Marco Morrow

ate \$8.50 Milline Rate \$5.4

Nebraska Farm Journal-Missouri Ruralist Pennsylvania Farmer-Ohio Farmer-Michigan Farmer.

-"the newspaper is the tongue of the world"

said Senator George Wharton Pepper in an address April 26, 1923.

That such a powerful and allinclusive medium as the daily Newspaper is available for advertising messages is a privilege indeed.

Are you investing in Newspaper advertising to its full advantage? If you are interested in actual results, in selling your merchandise, what better lead can you follow than that of the local merchants? After all, national advertising, properly done, is merely local advertising multiplied in the cities where the merchandise has sufficient distribution.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Publishers' Representatives

Chicago Kansas City

New York

Atlanta San Francisco Wha

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Making the Sale a Trailer to a Bigger Sale Overcomes Selling Resistance

When a Purchaser Is Spending Large Sums for One Product He Is in a Buying Mood for the Extras That Come at a Much Lower Price

By Henry Burwen

FOR a long time the executives of a large company, and outside salesmen, too, had been urging the president to discard some of the furniture which had been used for twenty years and replace it with new—but all to no effect. They were getting along well enough, the president said, and while it might be a nice thing to have new desks, and so on, he couldn't see the profit in it.

But when the company moved into new quarters, much of the old stuff was discarded and new equipment purchased. The expenditure then became merely incidental to a much bigger investment—and the point of view of the president was quite a different

When a man is building a new house it is an easy thing to sell him asbestos pipe covering, instantaneous heaters, luxuries and conveniences that might meet with insurmountable resistance under ordinary circumstances. A firm selling store equipment finds its sales easiest when general improvements are being made.

It was this principle the Ander-

It was this principle the Anderson Spring Lubricator Company of Boston took advantage of when it came to working out the marketing plan for its automobile spring covers.

"Talk to the average automobile owner about investing twenty or thirty dollars in a device to keep his springs lubricated," said M. W. Vedder, president of the company, "and he will agree with all you say up to the time you ask him to spend the money. He will agree that springs need lubrication, that they prevent breakage, that they will make the car ride easier—that lubricating his springs is a troublesome and messy job

that he neglects; but as to actually buying—well, maybe sometime, and so on!

"As a matter of fact, if we were to attempt to go out and sell our product through the usual channels through which accessories are commonly sold—that is, jobbers, retailers, garages, etc., we wouldn't get very far. While we, from our standpoint as manufacturers, regard spring lubricators as a necessity and as a thoroughly paying investment, the state of mind of the car-owning public hasn't reached the point where it will accept this viewpoint—to the public it is still a luxury or a convenience that it can very well do without."

A DIFFICULT MARKETING SITUATION TO FACE

Well, there was the situation when the Anderson company first put its product on the market about three years ago—and it is not so much different today. At that time there were very few spring covers used in this country. There was no expressed demand for them, no public recognition of their need; nor was there any on the part of the trade. Rather a difficult marketing situation, it must be admitted.

Nevertheless, Mr. Vedder felt that the market could be created if the right methods of selling were used. Back from the war, and looking around for a business opportunity, he had come in contact with O. F. Anderson, who had designed the device, and had become interested in it. Upon investigating he had found that spring covers were a common accessory in Europe—Great Britain especially. German trucks rolling up to the front were so equipped.

May 17

Mr. Vedder then didn't know what the right method would be, but he decided that since they were in accepted use abroad, they must have a real value and it ought to be possible to introduce them here.

He sounded out the automobile owners and the trade and got the reaction before mentioned. Nevertheless, he went ahead and finally struck a successful plan by which he sidestepped the selling resistance.

Before passing on there is a thought here for other businesses. Because they were in common use abroad Mr. Vedder felt they could be successfully introduced here, and this subsequently proved to be correct. There must be a host of other things similarly situated—articles used in other countries and not here, not because of any peculiarities of people or climate, but simply because they haven't got around to this part of the world.

Getting back to Mr. Vedder and his spring lubricator. He commenced figuring out a plan of marketing. He considered first the jobber and regular channels of distribution, but concluded that wouldn't work. In the first place. there were the difficulties aforementioned; and in the second place it was found necessary to have fully 500 different patterns to supply the wide range of spring sizes, and the difficulty of carrying stocks would place it outside the jobber's ability to handle. The same applied to the garage

and accessory dealer.

So finally he settled upon the plan of selling through the new car dealers and making the sale at the time the prospect was buying a new car. When a man is paying a thousand dollars or more for a new automobile, he is ready to buy a few incidentals like spotlights, bumpers, luggage carriers and spring covers. Twenty, thirty or fifty dollars then, becomes a mere incident. He is in a spending mood—he is buying himself a spread and he is ready to take the fixings.

Automobile dealers, recognizing

this, have been going more and more into accessories. New cars displayed on the showroom floor are for purposes of effect equipped with accessories, and some dealers have got into the habit of quoting the price, including the extras. Of course if a buyer doesn't want them the accessories can be taken off; but more likely than not with such a plan the accessories go with the car. Some dealers are quoting a special reduced price for a combination of three or four accessories.

Then, besides, car salesmen generally receive a commission on the accessories, so that they have a real interest in selling them. This marketing plan, therefore, puts a great number of able and aggressive salesmen, with real interest to urge them, at the service of the Anderson company.

OTHER THINGS THAN PROFITS TO TELL DEALERS ABOUT

But before they could arrive at this stage there was considerable to be done. In the first place, the attitude of the dealers toward spring lubricators was much like that of the car owners. Before a man can be got to sell an article, particularly one on which he doesn't feel the pull of demand from his customers, he himself must be made pretty enthusiastic on the subject. Anderson company had some excellent arguments to present, outside of the profit in sales.

The amount of replacement springs sold in this country, the dealer was told, ran into millions of dollars annually. Spring breakage is in large part due to lack of lubrication. Thus the sale of the Anderson product, so the argument went would save the dealer's customers' money and keep them better satisfied with the car. Then, again, lubricated springs would make the car ride better; and what was so conducive to making an owner enthusiastic-what one point does an owner boast about more than a soothing ride? And what more logical time to apply the spring cover than when the car is new and the springs have

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VOGUE, without question, is a leader in its field. We have no hesitancy whatsoever in making this statement, for we feel that a good part of our success may be attributed to our close association with Vogue to such a large extent during the past ten years.

The results derived from our advertising in Vogue have been indeed very gratifying, as evidenced by the fact that for 1923 we are using even more space in this magazine than ever before, in both color and black and white. (Signed)

MODEL BRASSIERE CO.

VOGUE

One of the CONDÉ NAST GROUP

It was to these arguments that the car dealers succumbed, one after the other, and began to sell the product.

But the Anderson company didn't go to these car dealers directly. There was an intermediate selling step. To open branch distributing stations of their own would be an expensive process. So they tied up with certain specialty jobbers—that is, jobbers who might handle two or three large unit specialties, like shock absorbers, who in turn called upon the dealers, and in some cases appointed sub-distributors.

Business-paper advertising is helping to educate the dealers to the value of this accessory, and at the same time making the trade-mark familiar, since, of course, other companies are coming into the field.

In time it may be possible to market this product through regular accessory channels, as the public state of mind changes. It will be recalled that in the early days automobiles were sold without windshields and tops-these features were extras, and it was a long time before buyers came to recognize them as a standard feature of the automobile. Probably these met with as much selling resistance in the early days as do Anderson spring covers now. But by making them a standard part of the automobile, the state of mind has changed so that the resistance would be the other way now. Spring covers are now passing through the early stages of resistance; but by marketing through new car dealers and tying up the purchase with a bigger one, that resistance is neatly dodged.

Beaver Machinery & Tool Co. Appoints Wallerstein-Sharton

The Beaver Machinery & Tool Company, Newark, N. J., using business papers, has placed its advertising account with Wallerstein-Sharton, Inc., New York advertising agency.

count with Wallerstein-Sharton, Inc., New York advertising agency. This agency also has obtained the accounts of the Kenney-Cutting Products Corporation, Kanak Company, Inc., ice box deodorant, and the Art Gravyre Corporation, all of New York.

Dunlop Pushing Sales Campaign with Advertising

THE Dunlop Tire & Rubber Corporation, Buffalo, is conducting a sales campaign in a number of New York cities which it plans to follow up with newspaper advertising. The advertising program of the company will be extended to other sections of the country as the sales campaign develops distribution.

Newspaper advertising is already being used in Buffalo and its adjacent territory, where the sales campaign was first begun, the advertising beginning as soon as a sufficient number of dealers had been stocked. The sales campaign is now being pushed in Rochester, Syracuse, Utica, Schenectady and other principal New York State cities.

The Dunlop company also is conducting a campaign in Boston as a centre for its New England sales activities.

The company's newspaper advertising is institutional in character. All copy appears over the names of the company's dealers, who are referred to as "Dunlop Tire Merchants." The location of these dealers is starred in a sketchy map of the city and adjacent territory, with which is combined an illustration of the Dunlop cord tire. The advertising stresses "Dunlop's thirty-five years of leadership" and plays up the slogan "Built on Honor to Honor Its Builders."

Barton, Durstine & Osborn, Inc., advertising agency, has been appointed to direct the advertising of the Dunlop Tire & Rubber Corporation.

Newspaper Campaign for Stanley Vacuum Bottle

An advertising campaign will be conducted during the spring and summer in a list of twenty-six newspapers by the Stanley Insulating Corporation, New York, manufacturer of the Stanley vacuum bottle. This campaign will be directed by the P. F. O'Keefe Advertising Agency, Boston, Mass.

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Drawn in Monte Carlo by Erté for the May Harper's Bazar

D USSIA itself is famine-stricken and yet Russian A art of late has won world-wide triumphs! Erté is a Russian of Parisian training whose original creations, year after year, are an inspiration to all designers. His work appears exclusively in Harper's Bazar-an unfailing source of interest to those women for whom this most expensive magazine of its kind is published.

Harpers Baz

2/- IN ENGLAND

6 fr. IN FRANCE

May



opened for unusual product

SAFETY razors are often advertised to sell more blades. The American Crayon Company advertised Kroma Packets* to increase the sale of chalks, paints and crayons with which these little portfolios might be colored.

The first newspaper campaign was planned for New York—the largest market in America—to test out the potential indicated by the tremendous increase in the sales of children's books.

The market existed. Twelve hundred new accounts were opened.

The experience of the American Crayon Company shows that no matter how unusual the product, it can be successfully introduced into New York, when the proper steps are taken in order.

Special routed lists were supplied by the Merchandising Service Department of the New York Evening Journal. Its field men distributed display material. Dealer interest was kept up through Household Trade News, one of the department's four trade papers.

Consumers were reached through a three-paper schedule, of which the New York Evening Journal carried more lineage than either of the others. A final check-up was then made by Journal field men on trade conditions which might affect future sales work.

There is nothing really difficult about the New York market—not even the choice of the best paper to use there.

*Portfolios of outline drawings taken by arrangement with seven publishers from some of the better modern books for children.

NEW YORK EVE

Largest daily circulation in

23

e



The American Crayon Company

CABLE ADDRESSES

New York

70 PHE EGMPANY

New York Evening Journal, New York, M. Y.



April 19, 1923

Gentlemen:

This letter is written you because ws want you to fully realize how much we appreciate the splendid co-operative work which your sr. Hobson, Mr. DeGroot and other members of your Merchandising Service Department have done for us in the recent campaign in which we put over the Kroma Pakets.

Before this campaign started, your Mr. Hobson stated, in a general way, what service his department would be able to render and while we in no way doubted his statements, still it was but natural for us to feel that he would at least present as good a proposition as it was possible to do, in order to impress us with the value of the service.

We can only say that the service actually rendered was in every way perfectly satisfactory and very much more than promised. We feel that the Journal and the Merohandising Service Department has been back of us in every way 1005 and that your assistance was invaluable in furnishing data, as well as very materially assisting in not only getting for us window displays, but actually attending to the putting in of the displays, something that we really had no right to expect.

Through you, we want to thank Mr. Hobson, Mr. DeGroot and other members of your staff.

Faithfully yours,

THE AMERICAN CRAYON COMPANY

GEP/ML

1700

First Vice President.

Kroma Packets, a J. Walter Thompson Company Account

NING JOURNAL

America - and at 3 cents a copy

Today's Lesson

Repeat This Slowly After Us-

It pays to advertise!

It pays best in returnsand repeats—in season and out, to advertise in THE AMERICAN WEEKLY because, and to wit-The American Weekly is bought every week by more than twenty-five per cent of the entire English reading population of the United States-It has a greater circulation, bona-fide and dyed in the wool, than any medium in the worldat any price. It affords a maximum income, from a minimum outlay. And—it goes everywhere, and carries

And—it goes everywhere, and carries my selling message right with it. In short, it gives me the very most to be had, at a line rate that is making history.

That's right, thank you.



A. J. Kobler, Mgr.

1834 Broadway, New York

If you want to see the color of their money, use Color-A. J. K.

May.

minds when ured pride is "linen. to tel virtue

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Irish Linen Society Plans Advertising

Linen does not hold quite so prominent a place in women's minds as it did many years ago when our grandmothers treasured their supply and took great pride in its possession. Cotton is "treading on the heels of linen." Something must be done to tell the American public of the virtues of this Irish fabric. The linen merchants of Ireland look to America for their largest market, but America today is not taking merchandise in sufficient quantities.

W. H. Webb, president of the Associated Chambers of Commerce of Northern Ireland, and chairman of the Irish Linen Society, is now in the United States for the purpose of studying marketing conditions in the linen trade and of starting the advertising ball rolling in behalf of the society.

ADVERTISING RELIED UPON TO RESTORE TRADE

He and other leaders in the industry believe that advertising is the only means which will bring the trade back to normal in a short period of time. An editorial in the Belfast Chamber of Commerce Journal describes the situa-

tion as follows:

"The position of the linen trade cannot cause us anything but concern. It ought to be one of the favored industries, for its best market, the United States of America, is in a condition of prosperity, but we find it operating at not more than 50 per cent capacity, and, if reports are true, on by no means a profitable basis. Business is a little brisker at the moment, but what is the good of that if it is not being transacted at a profit? The linen trade seems temporarily to have lost its punch; times have been hard, but there is no good in losing heart, and unless it is going to take up seriously the question of popularizing and increasing the demand for linen, and

the practical reduction of production cost, it will be many a year before it regains its pre-war position. It took thirty years after the American-Civil War before the linen trade turned the corner; and it will take the same time again unless more energy and initiative is brought to bear on its problem.

"Linen is in a peculiar position among textiles, in that cotton is always treading on its heels, and its only cause for existence is because of certain properties in which it excels cotton. Unless these are known, and they are not widely known, cotton, because of its price, will be bought in preference; its position is unique and peculiarly its own. The linenfinish cotton damask concerns in America are carrying on a heavy advertising campaign, directed against linen, and the linen people are making no reply, they are letting the case go by default, and they are losing business thereby."

A campaign of advertising was carried on by the Irish Linen Society in the United States during 1920 and 1921, but because of unfavorable conditions this was dis-

continued.

The campaign that is now planned tentatively will be along educational lines, concentrating on those points where linen excels, explaining the reasons for its superior absorbent quality, its strength, etc. The romance of linen will be touched upon and also the interesting fact that of all the textile wrappings found in Tut-Ankh-Amen's tomb, linen alone had not disintegrated.

Mr. Webb's own business, the Old Bleach Linen Company, Ltd., was built by advertising, and because of its continuous use the company is now operating at 100 per cent capacity, while the linen trade as a whole is running at not more than 50 per cent.

Joins United Typothetae of America

Dr. R. E. Rindfusz has been appointed special representative at the Chicago office of the United Typothetae of America. Dr. Rindfusz was formerly secretary of the American Writing Paper Company, Hulyoke, Mass.

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Drying Up Sources of Profit of Fraudulent Advertisers

Federal Trade Commission Is Active in Running Down False Advertisements of Speculative Oil Stocks—Commissioner Thompson Believes Publicity Will Correct the Evil

Special Washington Correspondence

A DETERMINED effort is being made by the Federal Trade Commission to stifle the use of lurid and misleading advertising matter in stimulating the sale of speculative stocks. The Commission has been especially successful in its campaign against those companies organized in the oil fields, which use daring advertising methods to finance their projects.

Many cases have been prose-cuted by the Commission for the purpose of forcing the speculative oil companies to discontinue the use of advertising matter containing false statements as to the financial condition of the particular companies, or as to the location or size of land holdings. Another point of objection by the Commission has been the use of prospectuses predicting the rapid accumulation of wealth through oil investments. The false statements of actual production of particular wells has been another ground for action by the Commission.

Two cases recently decided by the Commission are typical of the campaign against the oil companies, and reflect its attitude on the advertising methods employed by that part of the industry. The Commission, after investigation, charged the Big Diamond Oil & Refining Company, of Oklahoma City, with advertising falsely in newspapers and other mediums as to its condition. The Commission disputed the advertised claims of the company that oil development was going on in the vicinity of land owned by the company, or that its lands were proved to be

oil-bearing or that it owned any producing territory.

Claims of the company that the Government had approved the legality and worth of the company's stock, when the contrary was found to be true, were particularly condemned by the Commission. Other misstatements in the oil advertisements, announced by the Commission's decision, dealt with the management of the company in the interest of stockholders, the payment of dividends, income of the company, and other phases of oil operations. Such practices, the Commission held, constitute unfair methods of competition in violation of the Federal Trade Commission Act.

A similar decision was handed down by the Commission against the Lone Star Oil Company, of Denver, Col., for advertising falsely the fact that the company's stock was treasury securities, that proceeds from the sale of stock were being used to develop its holdings, when the contrary was true; that earnings and income was not actually as claimed, or that the company was on a dividend paying basis and earning sufficient profits to maintain the payment of dividends, when such claims were not true.

MUST BE PROVED BY FACTS

Advertising of this sort to be lawful, on the face of the Commission's findings, must be confined to statements and representations which in fact are true and can be proved by facts.

can be proved by facts.

Commissioner Huston Thompson, of the Federal Trade Commission, who has taken a leading part in the campaign against the sale of bogus oil stock, declared that the "Commission has been continually investigating cases of the sales by false representation of such securities. It has issued complaints where it had reason to believe that such representations had been made, and after taking testimony, and holding a hearing on the issues, has ordered offenders to cease and desist from the practices complained of.

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Unbeatable

Campbell's Soup, Dodge Cars, Whitman's Chocolates, Victrola and Irvin Cobb prove that quality products and continuous, attractive presentation make a combination hard to beat.

We are presenting Cobb's stories twelve times a year, and doing it attractively; and he is backing us up with the goods twelve times a year. In fact, he's distancing the field several times a year.

His story, "Snake Doctor," won the O. Henry Prize for 1922; his "Eminent Doctor Deeves," in the April issue, is being discussed more than any story that has appeared so far in 1923; and the story, "Red Handed," which he presents in the June issue, is just about the most amazing bit of writing he ever produced.





W. S. BIRD Eastern Sales Manag A. C. G. HAMMESPAHR

Business Manager Western Sales Manager

May I

must be effected through a system of publicity which shall protect the public by informing the investor as to the securities to be sold, by giving the prospective purchaser a full opportunity to be enlightened and then leaving to him the responsibility of purchase. Legislation conceived and operating along these lines in other countries has proved to be preventive, protective, practical and not paternalistic. There are those, however, who are impatient of this curative process of publicity. They argue that this is only a half-way measure, and insist that the Federal Government should embrace the remedy, which it must eventually come to, anyway; namely, Federal incorporation and licensing thereunder. I am not persuaded that this latter course is practical under our present governmental administration of affairs."

Asks Protection for Good-Will of Business Address .

The Washington Jewelry Company, located at 365 Washington Street, Boston, has filed a bill in equity to restrain Benjamin Dubin and William Benfield from displaying in the windows of their jewelry store at 361 Washington street a sign reading "\$3.65." It is claimed that the number "365" has been advertised into the public mind in connection with the business of the connection with the business of the plaintiff.

Ethridge Company Increases

The Ethridge Company, advertising art, New York, has made the following additions to its staff: Oscar Keller, J. F. Murray, Louis G. Menna, and Harold F. Sprague.

Rubber Association Account for Erickson Company

The Rubber Association of America, Inc., New York, has placed its account with the Erickson Company, Inc., advertising agency of that city.

"Time" Appoints New England Representatives

Time, New York, has appointed Sweeney & Price, publishers' representa-tives, Boston, as its representatives for New England.

J. H. Barnes Again Heads U. S. Chamber of Commerce

Julius H. Barnes was re-elected president of the United States Chamber of Commerce at its annual meeting at New York.

Vice-presidents elected were: Representing the Eastern States, A. C. Bedford, New York; North Central States, Honor, Chicago; South Central States, Harry A. Black, Galveston; and Westein States, H. M. Robinson, Los Angeles. Honorary vice-presidents chosen were: Charles Nagel, St. Louis; William Butterworth, Moline, III; A. B. Farquhar, York, Pa.; Willis Booth, New York; and L. S. Gillette, Minneapolis.

Minneapolis.
John Joy Edson, Washington, D. C., continues as treasurer.

New Jersey Zinc Reports Profit for Quarter

The New Jersey Zinc Company, New York, for the first quarter of the current year reports net earnings after deductions, taxes, etc., of \$1,905,455. Earnings of \$6,214,647 were shown for the year 1922, in contrast with \$2,390-628 in 1921, and \$9,223,135 in 1920. This company manufactures the "Horse Head" brands of slab zinc or spelter and zinc oxide; "Mapaz" zinc in oil for mixing paints; "Abalith," a light-resisting lithopone; also ochre, chloride, spiegeleisen, sulphuric acid, salt cake and rolled zinc.

Simmons Company Reports Sales Gain

The Simmons Company, New York, The Simmons Company, New York, beds, springs and mattresses, for the first four months of 1923 reports net sales of \$11,995,449 as compared with \$6,376,940 in the same period of last year. Net profits are given as \$1,845,000 after taxes, in contrast with a deficit of \$3,321 in the corresponding period of 1922.

E. W. Rockafellow, with National Pole Company

E. W. Rockafellow, for many years general supply sales manager of the Western Electric Company, Inc., New York, as been elected vice-president of the National Pole Company, Escanaba, Mich., and will represent that organization at New York.

W. E. Brewster Joins "The Christian Science Monitor"

William E. Brewster has joined the New York advertising staff of The Christian Science Monitor. For the last four years he has been advertising manager of the U. S. Light & Heat Corporation, Niagara Falls, N. Y.

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C.,

Influence that Money Can't Buy

The "best seller" in the bookstore and the play that shatters attendance records owe their success to the spoken word of commendation uttered by a pleased public.

The popularity and prestige of the Chicago Evening American was obtained the same way.

And you can't buy this kind of publicity.

Only a good newspaper can secure it.



A Good Newspaper

Only Evening Newspaper in Chicago with a Circulation of More Than 400,000



Two Years' Fiction in

HERE is a five-foot shelf of fiction that is rather remarkable in several respects. All of these 33 novels have appeared serially during the past two years in the magazines of a single publishing house.

At least two of these novels, "If Winter Comes" and "This Freedom," were without question the most popular best-sellers of their year. The first made Hutchinson popular, the second was easily the most discussed novel of 1922 in both America and England.

Each and every one of these 33 stories selected as serials for Butterick publications later succeeded on its own merits in book form. For Butterick fiction is never bought or featured on name alone. Many of the most popular authors of the day first won name and fame in a Butterick magazine.



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Butterick Publications

So, we hope, it will always be. You may be sure that there will be a few new names of promise added to the many distinguished Delineator contributors for 1923 who include Kathleen Norris, Brand Whitlock, Zona Gale, George Barr McCutcheon, Ernest Thompson Seton, Perceval Gibbon, Fanny Heaslip Lea and Grace Sartwell Mason.

May we suggest, incidentally, that the women who look eagerly for the coming of such fiction in *The Delineator* are a very worth-while market for the manufacturer who has a good product to advertise.

THE DELINEATOR
THE BUTTERICK PUBLISHING COMPANY
NEW YORK



An old saying and true

Straw No. 3

Straws show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising.

The Chicago Evening Post carries less medical advertising than any other paper in Chicago, and the total receipts from installment furniture advertising would not pay for the link to dot the "1's" in

BUT there are a number of lines of high grade advertising from which The Post receives more advertising than any other Chicago

-morning or evening.

And there are several very high grade lines from which The Post receives more advertising than all the other Chicago papers com-

receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

Straw No. 1 was Insurance Advertising; Straw No. 2 was the figures for the advertising of Art Dealers, which we published in our last advertisement.

Straw No. 3. The dealers in Mineral Waters can only hope to find customers amongst the class of people financially able to provide the luxuries as well as the necessities of life. That they should concentrate their advertising for the year 1922 in the columns of The Chicago Evening Post to the extent that they carried four times as much space as they carried in all the other Chicago papers is evidence of the fact that they believe that it is the paper that reaches that class of people. The figures for the Chicago papers for the year 1922 under the classification of Mineral Waters follow:

POS7	ľ									1	9,782	lines
News				 	 						118	66
American												44
Journal .				 	 	 					126	66
Tribune						 					3,422	66

It Pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good Customers

Herald and Examiner..... 1,067

These figures supplied by the Advertising Record Company, an Independent Audit Company



QUALITY PUBLICATIONS

The Chicago Evening Post

"Chicago's Best and Cleanest Paper"

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Making a Letter Worth Its Weight in Gold

An Analysis of a Direct-Mail Campaign Plan That Has in It Elements Which Make It Applicable to Many Fields

By J. P. Garvey

BOUT a year ago it was related in PRINTERS' INK, that The Sumter Brick Company, in a direct-mail campaign on its texture brick, clearly established the architect's standing as a person of common human impulses rather than an unbending ethical dignitary who wants his facts served hard boiled on a cold foot rule without parsley trimmings or. mayonnaise dressing. Now, Master Builders Company, Cleveland, is able to supplement the Sumter company's experience with one of its own which goes to prove that the architect is no more "different" than else.

W. Flesheim, president of The Master Builders Company, said to himself a few months

ago:

"I would like to know exactly how our company stands today in the estimation of influential architects and contractors-the really big ones. Instead of a list of firm names in our files I would like to have a select list of individual architects and contractors-the actual men we must interest to enjoy more widespread specification of Master Mix, Masterbuilt Floors, Colormix and other of our products. Furthermore, I would like to establish with this list a 'human' contact."

A plan was created to turn this desire into actuality, if it could be done! A campaign of sales letters was carefully prepared and sent out with the feeling, "Well, if it doesn't succeed we have at

least tried our best."

One. Two. Three. Four. Four consecutive letters, with cards, were mailed out at logical intervals. Then following, the fifth—the piece de resistance!

Now, hold tight to your seats for the results are coming!

Twelve hundred and fifty-two architects and contractors, among them the most prominent in the entire land, personally responded, out of a total of 3,500 circularized. Actually the number was greater for only the pen signatures of individuals counted, and not firm names.

RETURNS INCREASED WITH THE MAILINGS

The initial mailing elicited six returns. A bit lukewarm. second brought 70; the third 65; the fourth, 86; and the fifth, or deciding piece, 965. Note the momentum of interest toward the close

Of course you want to know what sort of a campaign was used. The first letter describes

the plot. Here it is:

A group of prominent men are to receive a test series of five letters. This is the first. If you send all five back to us, we will send you the equivalent of their weight in gold in the shape of The Master Builders Trophy. A national test is to be made to prove that the modern architest or empires does not destroy. architect or engineer does not destroy valuable information. The tables are

turned—we are investigating you.

Today we are facing an unprecedented business boom. Construction must proceed regardless of difficulties. We are going to prove to you that winter weather can no longer throttle your jobs with its

icy grasp.
MASTER Master Mix is the solution. This time-tested liquid added to your mortar enables you to lay brick, pour foundations, or install concrete floors regardless of freezing temperatures. Originally formulated and for years extensively used to water-proof cement work, it has de-veloped that an equally valuable property of Master Mix is that it lowers the freezing point of cement, mortar. Your jobs can proceed. Specify and use MASTER MIX.
This letter is worth its weight in gold. Please save it and await the second.

Letter number three gives a still better idea of the plot and the character of copy employed. This letter, in part, read:

This is the third of our series of five

tor

letters to you. If you save and return all five to us, we intend to qualify you as a real Builder of America, by pre-senting you with the equivalent of their weight in gold in the shape of the Master Builders Co. Trophy, General Rose, one of the builders of the Panama Canal and now manager of Lockwood Greene & Co. Engineers' office in New York inshed us the other day by writing

Greene & Co. Engineers' office in New York, joshed us the other day by writing us that he simply had to have that Trophy on his desk by Xmas to hold his standing in the profession.

MASTER MIX is your best weapon in the battle against winter conditions on your jobs. This wonderful waterproofing medium not only saves money in labor, but enables your brickwork to proceed in freezing weather.

Treezing weather.

MASTER MIX is put into the gauging water used to wet up the sand and cement. We are enclosing a sample thermometer chart which shows the pre-

thermometer chart which shows the proportions to use in accordance with the prevailing temperature. MASTER MIX is carried in stock in seventy cities. We are ready to supply your needs.

The large Lockwood Greene Office Building in Boston, built by George A. Fuller last winter, has MASTER MIX in the brick mortar. Lockwood Greene have specified MASTER MIX in the New York Tribune Building now being erected by James Stewart. Performance talks. Please save this letter and await the by James Stewart. Performance talks.
Please save this letter and await the

All were straight selling, form letters, devoid of humor or anything unrelated to the proposition -Master Mix. Their object was to induce the architect to read and save the entire series, the idea being that if he did so, he would have the complete story of Master Mix before him in con-As you venient capsule form. have perceived by this time, interest was sustained by a line or a short paragraph on each letter stating that this was the third, or the fourth, of the "Worth Their Weight in Gold" series, and en-treating the recipient to look out for the next one. Therein lay the strategy of the campaign. The strategy of the campaign. earlier letters set the stage for big finale and capitalized curiosity. Letter number five, which actually was not dictated until the company knew just how the campaign was taking hold,

We have demonstrated a great truth to our other large fellow national adverto our other large fellow national adver-tisers. Really progressive architects and builders save the data sent them and keep it in their files for the information of their organizations. You have stood the Taoparv Tast and proved yourselves throughout the country to be on the job in every way. So many have told us that they prefer to keep their letters than to exchange them for the equiva-lent of their paperweight in gold that we are enclosing herewith a little card. Just

I it out and we will send your Trophy.

MASTER MIX and its manufacturers are MASTER MIX and its manufacturers are co-operating with you to keep our industry moving at top speed. Freezing weather can no longer halt your work and inflate your costs. The addition of this proved product to the gauging water not only will anti-freeze but also water-proof, harden and accelerate. "Capital" likes MASTER MIX because it is an economy—"Labor" likes it because it is expected by the company of the pay envelope full of working days—"Science" appreciates MASTER MIX because it is safe and sure. We will send you the famous Master Builders Co. catalog upon request. This loose-leaf book contains valuable data and

loose-leaf book contains valuable data and nosse-lear book contains valuable data and information which cannot be conveyed in letter form: Specify our products and set a standard which is supreme in quality, service and economy.

We sincerely trust that the Master Builders Co. folder in your files will always prove an active and efficient asset in your work.

Were the letters really worth their weight in gold? They were. Every architect and contractor who signified, by returning one of the cards, that he intended to save all five letters, was made the recipient of a bronze, handengraved Master Builders trophy, or letter opener that was worth cherishing both for its utility and

The trophies went forward, the name of each individual architect or contractor engraved upon them. And now we witness the expression of another distinctly human emotion-gratitude.

Letters of thanks poured into the company following the distribution of the trophies. The outstanding feature of these letters was the warmth of appreciation expressed in almost every acknowledgment. From Boston's Back Bay district to the mountains of the Cumberlands-more than two hundred of them, all heartily appreciative of the little human attention which had been shown to them.

Another point: only one of the trophies was returned as unacceptable. It was thought there might be many. However, the refusal to accept was tempered by a letter, anything but stilted and formal, advising that it had been the practice of this firm never to accept anything of a gratuitous nature but that it appreciated the

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Of the 127 national food and grocery advertising campaigns appearing in Minneapolis newspapers last year, 111 of them, or 86 percent, were published in The Journal. A circulation of 112,000, all evening, gives to The Journal a daily influence in the home that produces results.

THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee, Inc.

Mas

spirit of the giving none the less. "It was one of the best things we have ever done within our

advertising experience," declares President Flesheim with reference "Certainly it to the campaign. goes to show that business does appreciate the showing of a little

personality and does respond to the

personal touch.

"Our campaign not only apprised us of several jobs which were in the process of going through and on some of which we were able to secure a hearing which may result in the specification of Master Builders products; but it also produced some direct orders. However, if it hadn't accomplished a thing other than the manifest good-will which it created, and the list of individual architects and contrac-tors which we wanted, I should have been entirely satisfied."

Five Cincinnati Shoe Manufacturers in Merger

Five Cincinnati shoe manufacturers have combined for the purpose of effectnave combined for the purpose of effecting economies in buying and selling. The name of the parent organization is the United States Shoe Company, the officers of which are: B. G. Holters, president; Robert Wise, vice-president, and Marcus Fechheimer, treasurer.

Each company will continue to maintain its corporate individuality. The names of the subsidiaries are: The Holters Company, the Schieffel Shoe Manufacturing Company, the Robert Wise Company, the Val Duttenhofer Sons Company and the Krohn-Fechheimer Company. The advertising of the first four organizations is being placed by Keelor & Hall, Cincinnati advertising agency. The Krohn-Fechheimer Company account will continue to be handled by the Ralph H. Jones Company, also Each company will continue to mainthe Ralph H. Jones Company, also

West Michigan Resorts Advertise Jointly

The Michigan Tourist and Resort Association, Grand Rapids, is advertising the lake country of West Michigan as "The Playground of a Nation." Vacationists are urged to look for the official membership sign, a silhouette of the State bearing the words: "Member-Michigan Tourist and Resort Association." The advertising, which is illustrated with various forms of sports offered, extols the blue-water lakes, alluring trout streams, and sandy beaches rered, extors the blue-water lakes, allur-ing trout streams, and sandy beaches along Lake Michigan, and features the low rail and boat rates to this State's resorts. The association furnishes road maps and impartial information as to botels, resorts, and cottages on request.

Encouragement for the Small Manufacturer Moser & Cotins, Utica, N. Y., May 4, 1923.

Editor of PRINTERS' INK:

I have read "The Humble Beginnings of Our Great Advertisers," in Printers' Ink Monthly for May.

I certainly agree with you that this information is not only very encouraging to the smaller manufacturers, but also timely. I am afraid that we all have fallen into the easily acquired habit of thinking of advertising in large terms, and thus unintentionally helped out the propaganda to shut out the smaller fel-low, who, with the proper guidance, could start with a relatively small

could start with a relatively small amount and grow.

So much do we think of this article that we would like, if it is at all possible, to mail a reprint of it to our prospect list, which comprises some twelve hundred manufacturers in New York State outside of New York City.

We would be glad to pay for reprints if they can be furnished and we can secure the proper permission of the publisher. I believe it would help advertising in general, and certainly do no harm

ing in general, and certainly do no harm to Printers' Ink.

Moser & Cotins.
T. E. Moser.

Dairymen's League Moves Headquarters

The Dairymen's League Co-operative Association, Inc., has moved its princi-pal offices from Utica, N. Y., to New York City. The sales and advertising departments preceded this general move by several months. During 1922 the Association reported a business approachsociation reported a business approaching \$90,000,000, and from current indications expects to exceed that figure in 1923. Sales have hitherto been limited to States east of the Mississippi River.

The moving of headquarters to New

York, it is understood, is part of a plan for the extending of the Association's trade in the United States and foreign countries.

Nation-Wide Tire Stores Plan Advertising Campaign

The Nation-Wide Tire Stores, Inc., New York, will use newspapers, business papers, and outdoor advertising in a campaign featuring the "Nation-Wide Cord" tire. The account has been placed with the Peck Advertising Agency, Inc., also of New York.

Howard I. Shaw Joins Lorenzen & Thompson

Howard I. Shaw has joined the Chicago office of Lorenzen & Thompson, publishers' representatives. He was until recently Western manager of I. A. Klein, publishers' representative, New York.

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BULLETIN

The discontinuance, with last Sunday's issue, of The Sunday Edition of The St. Louis Star has left The Sunday Globe-Democrat more firmly entrenched than ever in St. Louis and the St. Louis market.

The natural transfer of so many Sunday Star subscriptions to The Sunday Globe-Democrat is expected to increase materially our present circulation of more than 300,000.

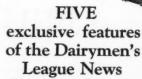
The Sunday Globe-Democrat thus becomes a better advertising buy than ever before, and this at a time when the St. Louis market offers exceptional opportunities.

Advertisers with current schedules in The Sunday Star can give their campaigns added impetus by carrying them right along, without omission in The

Sunday

Globe-Democrat

F. St. J. Richards, . . . New York Guy S. Osborn, . . . Chicago J. R. Scolaro, . . Detroit C. Geo. Krogness, . . San Francisco Dorland Agency, Ltd. . London Asso. American Newspapers, . Paris



1. Sixty thousand subscriptions from the members of the Dairymen's League Co-operative Association, Inc., alone*.

Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other cooperative marketing associations in New York State. Thus the weekly circulation for the past 12 months has averaged more than 100,000 copies.

3. Circulation is concentrated and specialized.

4. Farmer - owned, farmer - controlled.

In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

> * Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.

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A farm paper owned by farmers

PRIGINALLY the Dairymen's League News was unded as the official organ of the Dairymen's League Coerative Association, Inc.—the ganization of 70,000 New York at farmers who wanted to conditheir own business.

But as the co-operative marketg movement gained headway
id attained success, the News
sumed a wider and greater purse. The News became the chamon and official organ of the coerative marketing movement.
Today there are nine farmer
ganizations in this territory,
soling their products for marting. The News chronicles the
tivities of all nine associations
well as the latest developments

and improvements in co-operative marketing methods.

This farmer-owned farm paper is of direct and financial interest to its readers—the progressive business farmers of New York State.

The News offers advertisers a means of placing their messages before a stabilized farm market of unusual year-after-year buying power. The readers of the News are live prospects for every farming need—and for most of the necessities and luxuries of modern living.

The remarkable story of what the farmers of New York have done is worth hearing. One of our representatives will be glad to tell it to you—if you will drop us a line.

Dairymen's League News, Utica, N. Y.

W YORK :120 West 42d St .- Phone Bryant 3463

CHICAGO: 608 Otis Building-Phone Franklin 1429

RYMEN'S VEWS

Lexington, Ky., Transportation

Number 2 of a series of advertisements by The Lexington, Ky., Leader—a service to manufacturers and agencies of specific facts on the territory, population, buying habits, trade conditions and The Leader's relation to them. Reprints supplied upon request

Merchandising is simplified in Kentucky's justly famous and rich Blue Grass region through exceptional transportation facilities.

Five motor highways: Dixie Highway, Jackson Highway, National Midland Trail, Atlantic-Pacific Highway, transcontinental routes and the Boone Way.

Four railroads: The Southern; Louisville & Nashville; Lexington & Eastern; Chesapeake & Ohio.

Steam railway service, with frequent trains, connects Lexington daily with Winchester in Clark County, Richmond in Madison County, Mount Sterling in Montgomery County, and Frankfort, 26 miles distant, in Franklin County.

Trolley service, radiating through Fayette County, connects Lexington with Georgetown in Scott County, Paris in Bourbon County, Nicholasville in Jessamine County, Versailles in Woodford County, Frankfort in Franklin County.

Automobile bus service, passenger only, is conducted hourly with every important town in central Kentucky.

THE LEXINGTON LEADER

The Lexington Leader, published Evening and Sunday morning, has 80% of its circulation concentrated in the A. B. C. local territory, the section which supplies by far the greater part of Lexington's business.

A. B. C. member Paid circulation over 18,000 Line rate 5 cents flat

THE LEXINGTON LEADER

Circulation Largest Where Business Is Greatest

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlant

Atlanta San Francisco

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"Scotch Brew," After Larger Markets, Surrounds Sampling Campaign with Advertising

New York Brewery Advertises Not Only Its Own Product But Also Allied Products of Other Companies

By C. B. Larrabee

'HAT so many sampling campaigns have been successful in the past has led a number of manufacturers to look upon sampling as a kind of magic wand. From their vantage points they are able to see a big wood, called sampling, and have not investigated far enough to realize that the wood is made up of a great The largest tree is many trees. advertising. A sampling campaign without advertising both to get inquiries and to follow up for repeat orders is apt to be like an automobile without an engine.

Some of the largest national advertisers have had sampling as one of their basic policies for years, but without exception where such has been the case the manufacturer has preceded sampling offers by extensive advertising and has followed it with further advertising which was directed at

repeat orders. One company, S. Liebmann's Sons, Inc., not only understands the value of its own advertis-ing in a sampling campaign but has also devised a method whereby it cashes in on the advertising done by other companies in such a way that both Liebmann and the other companies are mutually benefited. In a recent campaign for Scotch Brew the company has opened new possibilities for sampling not only in its own field but in any other field where the cost of the product does not make extensive sampling impossible.

When prohibition went into effect, S. Liebmann's Sons, Inc., found itself up against a seemingly discouraging proposition. There were only three possible outlets, none of them especially inviting

at first thought. The company could turn its plant to new purposes, as did Hupfel when he took up mushroom farming in the Bronx; it could go out of business, as did a number of the more faint-hearted brewers; or it could continue business by making a substitute for its old product that would come within the law.

Liebmann chose the latter course and cut down the alcoholic content of the product below the legal limit. But even then the company was not entirely satisfied. As a result it sought for a new formula which was at length found in Scotland. "Good Old Scotch Brew" was the result.

"Good Old Scotch Brew," it is stated, is based on a formula used for years by James Aitken & Co., of Falkirk, Scotland, and the Liebmann company is the only company in America licensed to use the formula. There is less than one-half of one per cent alcohol in the brew, although the malt and hop content is higher than that of most pre-war beers.

Liebmann started making Scotch Brew in October, 1921, and almost from the first was an advertiser, outdoor advertising being the first medium used. Later newspapers began to figure more and more prominently in the plans. Business increased with a fair degree of rapidity, but Liebmann was not satisfied. So it decided to try out sampling, and on November 22 of last year occurred Harry Lauder Day in New York City.

THE FIRST SAMPLING AND ADVERTIS-ING CAMPAIGN

On Harry Lauder Day every restaurant and hotel in New York that sold Scotch Brew gave away

May

a free bottle. This offer was announced in evening papers on the day before the offer went into effect, and in morning papers the next day. As a result of the un-usual offer over 600,000 bottles of Scotch Brew were distributed free in the city.

The success of the campaign, which is shown by the fact that

the company's business has increased seventyfive per cent since Harry Lauder Day, led Liebmann to decide to extend the sampling idea to other cities where the product is sold. On May 2 of this year the second advertising and sampling campaign was sprung.

The first campaign was a straight offer of a free bottle of "Good Old Scotch Brew." No attempt was made to tie it up with any other product, the only people benefiting directly from the offer being the hotels and restaurants selling the product at their tables. The new campaign, however, introduced a new angle.

Full pages in the New York news-

papers appeared on the evening of May 2. On the morning of May 3 the newspapers contained the following offer:

Free—one bottle of Scotch Brew for today only, from 8 A.M. to 6 P.M. at groceries and delicatessen. May 3 is the day when we want you to meet Good Old Scotch Brew in your

Grocery and delicatessen stores that have entertained our proposition are

that have entertained our proposition are authorized to supply you with a bottle of Scotch Brew free. Get acquainted with this wonder beverage. We want you to know how wonderful Good Old Scotch Brew is—how it improves the lunch, dinner or night supper. So we asked several firms to give us a list of foods that go with Old Scotch. They are listed below. Buy any single one of them and take a bottle of Old Scotch free. It is made from a rare old formula discovered in Scotland in 1740. It has

been a favorite there ever since. It's all in the way it's brewed.

More than 6,000 physicians endorse this excellent malt and hops brew. They know its qualities. Act quickly, so as to insure your getting a free bottle. Your dealer has a very large supply but it may run out—the demand will be tremendous. Don't wait until the end of the day.

Below ran a list of products sold by Austin Nichols & Co., Inc.,

F.F. - one bottle of Scotch Brew For Today Only at groceries and delicatessens

** At Grocery and Delicatessen Stores

Just buy any single one of the Well-known Brands of Food Delicacies and get a Bottle of Scotch Brew free, such as: War than Co.

GOOD OLD

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NEWSPAPER COPY THAT ADVERTISED PRODUCTS OF OTHER MANUFACTURERS AS WELL AS LIEBMANN'S SCOTCH BREW

> Otto Stahl, Ward Baking Co., and Dairymen's League Co-operative Association, Inc. Beneath this was a list of eleven chain stores, and after the name of each chain two or three products were mentioned.

> At the same time this advertisement appeared in the New York newspapers, full pages were also used in papers in Boston, Springfield, Hartford and Worcester. This copy was different from that used in New York in that it was a combination of the new idea with the Harry Lauder Day.

> At the top was a typewritten letter from Harry Lauder in which he repeated his offer to treat his friends with a bottle of Scotch Brew. This was practically the

1923

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MEMBER ASSOCIATED PRESS

MEMBER A. B. C.

"From Practically Every State"

THE Bay State Fibre Company of Boston, Mass., a regular advertiser in The Christian Science Monitor, wrote us the following letter under date of May 7, 1923:

"It may be pleasing to you to learn of the approximate returns from our advertisement of Wrought Iron Bridge Lamps and Shades, which appeared in The Christian Science Monitor March 3 and March 17.

"We take pleasure in advising you that we had orders, with checks enclosed, from practically every state in the Union.

"While our lamps were without doubt an excellent item at the price, still we did not look for the volume of business that your paper was able to give us. Our sales on these lamps were approximately 400, traced directly to your paper, and we take pleasure in complimenting you on its pulling power.

"The same satisfactory results have been obtained from a second advertisement, covering a 'Betty Alden' rug, sold exclusively by us. We believe that this rug advertisement will undoubtedly show even greater results than did the lamp advertisement."

Letters such as these, we believe, offer the best evidence of the Monitor's value to national advertisers. Monitor readers respond readily through the mails, and they also make it a point to purchase goods sold through dealers, and nationally advertised in the Monitor.

The Christian Science Monitor

An International Daily Newspaper

Published in Boston and Read Throughout the World

May

same letter used last November but was adapted to each city where the advertising appeared. Beneath the letter the company repeated its offer to give a bottle of Scotch Brew free in groceries or delicatessens, only this time the products listed were those sold by the jobber or jobbers who sold Scotch Brew in the particular city. In the company offered addition Scotch Brew free at hotels and restaurants.

That was the offer, but back of it lay months of preparation. In the first place the plan had to be sold to the various jobbers who. almost without exception, were only too glad to avail themselves of the opportunity. The jobbers, once sold, were allowed to pick their own lists of products, as were the various chain stores, and it is interesting to note that several jobbers and most of the chain stores tied up with advertised goods as well as their own brands. in itself is an indication of the place advertised goods hold in the estimation of progressive jobbers.

As soon as a jobber expressed his willingness to back the plan his salesmen were furnished a portfolio, which folded up to pocket size, explaining the proposition. In each portfolio was a copy of the full-page announce-ment of the offer. There was also a copy of a sample advertisement to be used as a follow-up and a sample window strip which would latter be furnished the dealers. In addition to this there was a typewritten letter on the jobber's letterhead which explained the proposition and put the jobber's seal of approval to it.

In New York the Ward Baking Company, although not a jobber, was one of the co-operating organizations, showing that Liebmann's proposition was viewed with favor by a large advertiser who was able to wield considerable influence. Orders were taken direct by Ward's salesmen and were turned over to Liebmann to be filled.

The letter used by Ward is a fair sample of the letters used by other co-operating organizations. and for that reason is reproduced:

To our Customers:

After having convinced ourselves of the superior quality of Good Old Scotch Brew by personal tests, and witnessed the success of Scotch Brew in New York City during the first year of its intro-duction, we have accepted the following proposition from Messrs, S. Liebmann' ons, Inc.

Proposition: On May 3rd, 1923. full-page advertisement like the one a full-page advertisement like the one shown in the portfolio, will appear in practically all newspapers of Greater New York, the Newark, N. J., News and the principal newspapers in New England. The advertisement offers a bottle of Good Old Scotch Brew free, with the purchase of any of our food products listed in the ad, viz.: Ward's Vitovim Bread Ward's Yankee Rye Bread Ward's Romany Rye Bread

Ward's Romany Rye Bread
Thousands of men and women will
have their first drink of Old Scotch on
the day this ad appears. Good Old
Scotch Brew goes with all "eats"—"fits in" at a lunch, a dinner or a supper. We stand back of it and believe that with your co-operation it will be the hit

of the season.
After this full-page ad there will be continuous advertisements appearing in the same papers as per sample adds shown in the portfolio. In our many years of business we have never seen a proposition that appealed to us as much as this one. Here is a plan for quick distribution, continuous advertising that will move Scotch Brew, and records from will move Scotch Brew, and records from other markets, principally New York City, prove it a repeater and a highly profitable line. The Harry Lauder Day was inaugurated in New York City on November 22nd, 1922, and proved the greatest success of its kind that was ever recorded.

ever recorded,
1923 is going to be a big year for
Good Old Scotch Brew throughout the
United States, and our salesmen will be
glad to explain all other details to you.
It goes without saying that this plan
will bring to your store many a new customer and that it will establish for you
a profitable trade in Good Old Scotch

Nothing is more delicious with Good Nothing is more deficious with coord Old Scotch Brew than Ward's Vitovim Bread or one of the popular varieties of Ward's Rye Breads, Romany Rye or Yankee Rye. For lunches and late sup-pers Scotch Brew and sandwiches made from one or another of these delicious breads are going to be mighty popular. Besides the addition of a new and profitable business in Scotch Brew you will therefore undoubtedly enjoy a perma-nently increased sale of these varieties of Ward's Bread. We respectfully solicit your good-will and assistance in this

Notice particularly the fourth paragraph, which is a recognition on the part of the company and the jobber that the initial sampling campaign would lose much ed:

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"To The New York World

I would award the honor of being the newspaper of greatest distinctive character, day in and day out: for the vigor of its news and editorial columns; and the dominant ideal of The World to-day is that same ideal of public service originally conceived by and steadfastly held to by the great Joseph Pulitzer."

> Charles McD. Puckette, Managing Editor N. Y. Evening Post, in a speech to the American Society of Newspaper Editors.

The following is published daily in THE WORLD:

THE WORLD, as established by JOSEPH PULITZER, May 10, 1883:-

"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."



MALLERS BUILDING CHICAGO

SAN FRANCISCO, CALIF.

PULITZER BUILDING NEW YORK MARKET AND THIRD STS. TITLE INSURANCE BLDG. LOS ANGELES, CALIF.

FORD BUILDING DETROIT SECURITIES BUILDING SEATTLE, WASH.

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FIRS	JOHN B	Bldg., I	lew Your	FIRST	FIRST	Every	l-T
FIRS	Bowery Ba	DK Die	FIRST	FIRST	FIRST	Every	CHILLING TO
FIRST	Ten.	FIRST	FIRST	FIRST	FIRST	Baltin	
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FIRST			FIRST	FIRST	FIRST	FIRST	

of its effectiveness if it were not followed by consistent advertising in the future. That it was found necessary to put this into the letter shows also that the dealer recognizes the importance of the follow-up as well as the manufacturer.

In addition to the full-page advertisement and the window strips already mentioned the company also issued window stickers and a large broadside that went out to almost every possible dealer prospect in New York and Bos-Twenty-five thousand were sent out in the former city and

5.000 in the latter.

The broadside showed a large picture of Harry Lauder and dealers were told to display this in their windows. On the inside was a reproduction of the fullpage announcement, facing a page of illustrations and copy designed to sell the dealer still further. This broadside was sent out to cover dealers who would not otherwise hear of the proposition, in order to hold their good-will in the event that they should feel slighted at having been overlooked.

That the advertising was successful in getting people to sample Scotch Brew is shown by the figures the company has compiled after checking up on the vari-The figures, given ous cities. for cases (each case containing twenty-four bottles) follow:

New York					70,000	cases
Boston						
Springfield					3,000	cases
Hartford					14,000	cases
Worcester		ì		ũ	5,000	cases

At present the company is planning a similar drive in San Fran-cisco, Los Angeles and San Diego to take place in June, and has a number of other cities on its list which will be followed up later.

The campaign is remarkable for several reasons. First is the tie-up with other products. Liebmann stood all the expense of the campaign himself, the only effort on the part of the co-operators being to get the proposition into the hands of dealers and to choose the products they wished featured. Over their choice Liebmann exercised no control, requesting only that they keep the list of their products within reasonable limits. In this way Liebmann offered each co-operator an excellent opportunity to increase sales of his own product, and at the same time got the good-will of the various products behind Scotch Brew.

Second, the campaign was no-table for the fact that it was put over in large space in a strong list of newspapers. The company wanted to get the message to all the prospects possible and knew that advertising was the best method.

Third, the company realizes that it must follow up its sampling day by further advertising. Such a campaign would be a "dud" a campaign would be a in every sense of the word without that very necessary follow-up. Undoubtedly there would be wide distribution on the day of the offer and a fair amount of repeat orders, but the only way to get a large volume of repeats is to tell the story again in effective copy. This is one feature so often overlooked by manufacturers, and its neglect has meant the failure of more than one sampling campaign.

Fourth, comes the possibilities opened up to other manufacturers. This is well explained by Mr. Adolph Liebmann, vice-president of the company, himself.

"There would seem to me to be splendid possibilities in the idea for manufacturers in other fields," he says. "The same thing that we have done can be done with any product that is small enough in unit to allow sampling. Any company desiring to get a quick trial by a large number of people should find the plan effective. By tying up with the good-will of other firms whose products were well known we were able to get a number of added prospects to try Scotch Brew and at the same time offered those firms an opportunity to increase their own sales.

"Some companies have tried similar ideas in connection with other products in their own line. Colgate has recently tried it with a coupon offering dental cream (Continued on page 69)

The Browns Were Elected Last Week

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"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebos of the earth. They are the people who read the advertisements."

WILLIAM McFEE in "Casuals of the Sea."

The Browns Were Elected Last Week

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FAR out on Park Street—just at the edge of town—is a neat, rambling building—a Georgian Colonial edifice in gleaming white, fringed with gaily colored delphiniums and shaded with tall, sighing evergreens. It is the Country Club.

The Browns were elected to membership in it last week.

No wonder the Browns are elated and laugh light-heartedly across the dinner table about the days to come!—and hold a meeting of the "ways and means committee" to pass an appropriation for a new sport suit for Mrs. Brown and a new bag and another club or two for Mr. Brown.

But it is a sort of cautious happiness they have—with an undertone of earnestness born of their new responsibilities. They know full well that as the name of Brown takes up its place beside such names as Warburton, Van Zandt and Henley-Jones, new things will be expected of them. But the inner circles of the town's society shall never find them wanting. That is the Browns!

So Mrs. Brown dreams of the parties she will give—and the parties she will doubtless attend. Of the new smart sport suit she will buy, and the afternoon dresses and evening gowns; and whether it isn't time to trade the flivver in for a real car.

Mr. Brown has already played many rounds of mental golf and enjoys in anticipation the inviting friendliness of course and clubhouse; and in his more daring dreams he hears old Colonel Warburton phone an invitation to join his foursome that afternoon—

Such eager people are the Browns—and so *real*. There are so many of them; and they are so wholeheartedly in earnest about their pleasures and their ambitions; so hungry to wrest from each hour its quota of happiness and advancement; so intent upon this business of living.

THE DESIGNER is the Browns' own magazine—edited with a profound realization of what is going on in the minds and hearts of all the Browns everywhere. The Designer contributes generously to the Browns' obsession for richer, fuller, more gracious living.

Do you?

DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC. NEW YORK



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The manuf tion c advert Joerns agency outdoo

to purchasers of another Colgate product. I see no reason why if. they had wished they could not to their advantage have tied up with companies making allied but not competing products.

"So well are we sold on the proposition ourselves that I expect to conduct several campaigns of the same kind in the future. have had several calls from national advertisers suggesting that I tie up with them. Some of these advertisers, however, do not make allied products. My idea is to confine the co-operation to companies that make products that go well with Scotch Brew.

"For instance, I should be willing to tie up with a company sellham, a company selling mustard and a baking company, telling consumers that they can have a bottle of Scotch Brew at their favorite restaurant if they buy a sandwich made with X Bread, Y Ham and Z Mustard. I pay for the advertising because I believe that it is the best thing for my product. They co-operate and reap the benefits of my advertising and the added sales coming from it."

Such a campaign as that conducted by Liebmann has numerous possibilities for the manufacturer vho can afford to back it with the necessary advertising, and opens the way to getting a quick trial which will build into repeat orders when followed by effective advertising.

J. Caldwell Elected Officer of Hall Agency

Jabin Caldwell has become associated with the Charles A. Hall Company, Omaha advertising agency, as secretary and treasurer. He has been with the engineering department of the Northwestern Bell Telephone Company for the last two years.

Will Advertise "Cold-Dog" in Chicago

The Choco-Ice Company, Chicago manufacturer of an ice cream confection called "Cold-Dog," has placed its advertising account with the Arnold Joerns Company, Chicago advertising agency. A preliminary campaign of outdoor advertising is planned for this account in Chicago.

H. H. Charles Heads New York Advertising Club

Harry H. Charles was elected president of the Advertising Club of New York, Inc., at its annual meeting last week. Mr. Charles has been active in the work of the New York Club for a number of years. He is president of the Charles Advertising Service, Inc., of that city. He has been treasurer of the New York Club during the past year.

year.
Frank Presbrey, president of the
Frank Presbrey Company, Inc., was
re-elected vice-president of the club.
Herman G. Halsted, vice-president of
Paul Block, Inc., succeeds Mr. Charles
as treasurer. Other officials elected at
this time were three directors: C. K.
Woodbridge, president of the Dictaphone Corporation and retiring president of the club; Gilbert T. Hodges,
advertising director of the Frank A.
Munsey Company, and Arthur C.
Doornbox, vice-president of Ruthrauff
& Ryan, Inc.

Secretary Wallace Addresses Agricultural Editors

Agricultural Editors

Henry C. Wallace, Secretary of Agriculture, and publisher of Wallaces' Farmer, was the principal speaker at the annual meeting of the American Agricultural Editors' Association held at Cincinnati. Mr. Wallace spoke on the Progress Report of the United States Department of Agriculture. Other speakers were J. R. Bibbins, Washington, D. C., and Congressman C. A. Newton, St. Louis.

Officers elected at this meeting were: president, C. A. Cobb, editor of the Southern Ruralist, Atlanta Ga.; vice-president, John Cunningham, editor of the Wisconsin Agriculturist, Racine, Wis., and secretary-treasurer, T. L. Wheeler, editor of the Indiana Farmer's Guide, Huntington, Ind. Mr. Wheeler was re-elected.

was re-elected.

R. W. Lyon to Join Railroad Supply Building Corp.

Robert W. Lyon, secretary-manager of the American Homes Bureau, Chi-cago, has resigned, effective on June 12. He will become secretary-treasurer of the Railroad Supply Building Corporation, of which Harry Vissering is president and P. E. Kroehler, of the Kroehler Manufacturing Company, Chicago, is

McQuay-Norris Advances H. E. Westmoreland

H. E. Westmoreland has been appointed sales manager of the McQuay-Norris Manufacturing Company, St. Louis, manufacturer of "Leak Proof" piston rings, bearings and pistons. Mr. Westmoreland was formerly Southwestern manager of sales for the McQuay-Norris Company. McQuay-Norris Company.

Government Seeks Sale of Securities by Teaching the Philosophy of Thrift

United States Treasury Advertising and Sales Program Based on Philosophic Theme

A BILLION-dollar sales proupon national thrift for its success, has been launched by the Treasury for the purpose of sell-

ing Government bonds.

The wisdom of Benjamin Franklin on the subject has been invoked, together with remarks of Andrew Carnegie and other authorities, to emphasize the selling talk of the Treasury to prospective investors on the many reasons why Government securi-ties should be bought as a means of saving money. Treasury hopes to sell its mil-lions of dollars' worth of bonds by using advertising methods to teach philosophy, especially the philosophy of thrift. This governmental course in financial education will go hand in hand with the more prosaic business of inducing each pupil to buy Government securities as evidence of his interest in the lectures.

The Treasury's sales problem is this: The ending of the war left the Treasury saddled with a debt burden in the neighborhood of twenty-four billions of dollars represented by various issues of Liberty bonds, certificates of in-debtedness, Victory notes and other forms of paper issued to finance war operations. These classes of securities of varying maturities come due with alarming frequency, making it necessary to refinance a proportion of the indebtedness. The Treasury is gradually diminishing the national debt through this refunding process, but a large working capital on hand always is desirable with which to meet maturing issues of Government paper. So it is the job of one division of the Treasury, the Government Savings Division, to sell securities in competition with private issues of securities, for the purpose of rais-

ing this money.

The sale of Government bonds and other obligations in peace times in competition with private securities is a far more difficult task than it used to be, according Treasury officials. Business acumen supplants patriotism, in a sense, with the result that the Government must extol the advantages of its stock in a loud voice if it is to be heard above the noisily advanced arguments in favor of private security issues. Keen competition in the investment field has made the Government resourceful in the art of floating its issues, and its new sales program has been planned to make the sale of the Treasury savings securities, successful, notwithstanding this competition.

LARGE TURNOVER THROUGH MANY SALES IN GREAT VOLUME SOUGHT

Government wares to be sold by means of the sales campaign consist of Treasury Savings Certificates, or small bonds, in denominations of \$25, \$100 and \$1,000. The certificates are considered to be small securities. The sales campaign has been planned on the basis of a large turnover through small sales in great volume. Be-cause the securities are considered to be of an average size in amount, the sales campaign aims its appeal to the average citizen, drawing an average salary with an average amount which he should save instead of spending. The Treasury here introduces its educational course in philosophy to encourage the practice of saving, and suggests its Treasury Savings Certificates as the best way of carrying out a good intention.

Besides newspaper, magazine and other forms of advertising.

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A Circulation Gain of 154% Plus in the Metropolis of the West

Hearst's International

April 25th, 1925.

Here is the record of a few representative Chicage newedcalers, giving their Mearch's INFINEATOMAL order for May 1982 and April 1985. Elect Scalers dealers take in every district of Chicage, and gives you a fair smample as to what has taken place with all scalers.

		BYT CARTALS	
Brake Retal	Order May 1928	Order April 198	s.
	30	78	
Fred Enray, Bearbern Station	80	800	
Carson Piris & Sosts, Dep't St	ere 40	78	
Chicago Forth Shere Bepet	25	76	
A. C. MoClurg - Books	26		
The Fair, Dept. Store		80	
Aurers & Algin Depet	80	80	
J. H. Stitt, 4308 Cettage Grove	40	185	
Johnah, 1251 - 65rd St.	18	80	
Here Took or		28	
Plana Book Stere, Plana Rotel	25	78	1
rank Histhamsl, 3170 Breadway	25	50	
arkway Cigar Co. 38 W. Divisies	38		
. Vieter, 1014 Wilson Av	. 25	78	

The average draw per declar in May 1922 was 30 copies - in April 1925 79 copies. In twelve months the sale of these dealers has increased 154%.

Very truly yours.

Blackstone Hotel Chicago

Hearst's International Magazine A LIBERAL EDUCATION

the Treasury intends to use directmail advertising in the form of a correspondence course, and in a booklet recently issued, containing one lecture on the meaning of thrift and how it may be practiced withserious complications, financial branch of the Government defines the three classes of average citizens. These classes are the "Tightwad," the "Spendthrift," and the "Thrifty Man." Showing how three men divide their incomes, the Treasury graphically illustrates the moral of its lecture with figures showing that out of the average salary, the tightwad saves 60 per cent of his income, the spendthrift spends all, while the thrifty man saves 20 per cent. The table is made complete to show the disposition of the remainder of the weekly pay-check. The tightwad, the Treasury says, spends 37 per cent for living expenses, the spendthrift, 58 per cent, and the thrifty man, 50 per cent. For education, the tightwad spends 1 per cent, the spendthrift, 1 per cent, and the thrifty citizen, 10 per cent. For charity, the tightwad reluctantly gives up 1 per cent, the spendthrift, 1 per cent, and the thrifty man 10 per cent. Recreation costs the tight-wad 1 per cent, the spendthrift, 40 per cent, and the thrifty man,

10 per cent. The Treasury's sales campaign has other ramifications besides that of an educational character. Sales literature of this sort will be followed up by Government salesmen, who wear the uniform of postal employees. Postmasters all over the country even now are selling the securities with one hand and conducting the regular postal business with the other. banks and federal reserve institutions likewise have been aligned as part of the Treasury's sales force.

Advertising in various forms has been and is being used for the purpose of attracting attention to the campaign now under way. But the advertising phase of the program yet is in the experimental stage, according to Lew Wallace, Jr., who is in charge of the U. S.

Government Savings System. Thus far, the Treasury has used space of different sizes in the daily press, weekly and monthly magazines generally read, while now the department is testing the results from advertisements in the papers and magazines having rural circulation. Mr. Wallace frankly declared that the results from the Treasury's advertising experiments have been "extremely good," and the further use of advertising so far as possible is to be expected as part of any future program to boost the volume of sales.

Expenditures of the Treasury Savings Division for advertising purposes as well as other expenses are limited to a fixed proportion of the volume of securities sold by the division. This proportion of proceeds to be used to meet expenses is fixed at one-fifth of one per cent of the entire amount taken in. But even this percentage mounts surprisingly. year's sales of the securities totalled \$150,000,000, while the amount disposed of so far this year has reached nearly another \$100,000,000. On the basis of these figures, the division is allowed expenditures of approximately \$500,000. And a billiondollar sales program would allow for an expenditure of \$2,000,000 for advertising and office expenses.

Appointed by "The Magazine of Wall Street"

J. Kennard Hamilton has been appointed assistant advertising manager of The Magazine of Wall Street, with which he has been associated since last November. Mr. Hamilton was formerly with the advertising staff of the New York Times and at one time was with the New York Commercial. the New York Commercial.

W. A. Glenn, Vice-President, Dermophile Products Co.

W. A. Glenn has been elected vice-president and a director of the Dermo-phile Products Company, Inc., New York, manufacturers of novelty toilet requisites and perfumes, permanent tal-cum powder containers and talcum powder. Mr. Glenn was formerly with the New York staffs of The Literary Digest and the Red Book Magasine.

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THE MATTER OF ADVERTISING RATES

An important national advertiser recently told me that in his opinion, unless the daily newspapers of the country did something radical in the way of more economical production that would hold forth promise of lower advertising rates, it would grow more difficult for manufacturers to function and meet market conditions necessary to bring prices down to the point where people would buy.

This frank expression started me checking up the rates of the more important newspapers of the country, and I found some very inter-

esting and startling data.

Morning Newspapers	Population	Number Necespapers (English Langus	Combined daily Circulation	5,000 line rates
Whole U. S In 132 Cities In Other Cities	110,000,000 59,000,000 51,000,000	426 124 302	10,806,055 8,483,799 2,322,256	27.54 18.03 9.51
In 57 Cities	46,000,000	42	3,654,245	7.63
Evening Newspaper Whole U. S In 132 Cities	110,000,000 59,000,000	1,607	18,874,273 12,762,126	63.10 27.34
In Other Cities In 57 Cities	51,000,000 46,000,000	1,386	6,112,147 5,524,404	35.76 11.45
Sunday Newspapers Whole U. S In 132 Cities In Other Cities		546 163 383	19,712,874 15,305,617 4,407,157	45.82 30.12 15.70
In 57 Cities	46,000,000	64	7,678,738	14.39

Armed with figures demonstrating the process by which the summary was produced, I again called on the national advertiser and was prepared to meet him with what I call postal card argument.

To mail a simple postal card to all of the worth-while people in the United States, if it were possible to do so, would cost \$16,000 a million, while to address these same people through all daily newspapers by a 70-line ad would only cost \$211.49 a million through newspaper advertising.

To send out 30,000,000 postal cards would cost \$480,000 and

require months of time if lists were available.

To reach 30,000,000 through the use of all daily newspapers by a 70-line ad would cost \$6,344.80 for a single insertion, or \$453,200 would pay for 5,000 lines in every newspaper in the country.

And the beauty is our daily newspapers can be bought for use tomorrow in exact accordance with desire for distribution, city by

city, or section by section, as funds permit.

JASON ROGERS,

Publisher, The New York Globe.

LORENZEN & THOMPSON, INC. - - - Special Representatives
Chicago New York San Francisco Los Angeles

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NUMBER EMPLOYES	JAN.	FEB.	MAR.	APR.	MAY	JUNE	Ju
220000							-
200,000							
180000	1923	1920			~	-	
160,000					1	-	
140,000							
120000				7		1	
100000				1	_	-	-
80,000	/			1			
60,000	1922	200	/	Ä			
40,000		/~/				7	
20000	1931				0		

NOTE the heavy black him on the chart above marks 1923. That is significant. The curve marks the greatest exployment record attained hamerica's outstanding prosperity of

ter. It shows that at the beginni of May, 1923, the 79 firms employing to thirds of the factory workers, which port regularly each week to the Employ Association of Detroit, were hiring 25 more workers than during the highest eployment peak of 1920. And the Spring 1920 was previously the banner employment period.

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Detroit News Advertising Lead:

CONTRACTOR OF THE SECOND SECON	Local	National
News '	5,932,668	1,456,952
2nd paper	2,461,312	1,336,300
3rd paper	2,637,264	841,302
	Classified	Total
News	2,051,924	9,441,544
2nd paper	1,052,310	4,849,922
3rd paper	534,562	4,013,128

The News lead, while enormous, would have been greater still had it been possible to accept all advertising offered. Unfortunately lack of space necessitated omission from The News day after day of great quantities of advertising, rangfrom 500 lines to 15,000 lines per issue.

Automobile production in 1923 is the greatest in the history of the industry, and when you consider that 60% of all the automobiles made in the United States are produced in Detroit you get an inkling of Detroit prosperity.

This phenomenal prosperity is also reflected in a sweeping gain in retail sales which show an increase of 35% over

last year.

National advertisers who are neglecting the Detroit field or those who have not yet planned with exceptional regard to their Detroit campaign should take steps at once to reap some of this prosperity for themselves by covering the city and surrounding territory thoroughly with The Detroit News, whose paid circulation is over 290,000 daily and over 270,000 Sunday—the greatest in the history of Michigan newspapers.

troit News

irculation In Michigan ways In the Lead"

What Does It Mean?

One of the wonders of newspaper publishing is the appearance once a week in the Boston Transcript of practically two pages of paid advertising of Char. itable Institutions.

On these pages are represented about all the worthy charities in Boston and vicinity.

Why are these announcements published exclusively in the Transcript? Simply for the reason that its clientele represents people with money to give to those who are engaged in the work of helping the unfortunate.

Such a paper as the Transcript must also represent a generous purchasing power that every general advertiser should keep in mind. The Transcript is an institution, and to its readers this newspaper is not a diversion but a trusted source of information on finance, world news, drama and the products of industries that supply their homes.

Boston Evening Transcript

National Advertising Representative

CHARLES H. EDDY COMPANY

New York Chicago Boston

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Hitching to a Prepared Market with a New Product

Akron Concern Uses Animal Characters Created by Thornton W. Burgess to Sell Crackers to Children

By Fred B. Barton

AS all parents know, Peter Rabbit is one of several dozen very interesting little animals that live in the happy Green Forest. With him is Reddy Fox, and Buster Bear, and Danny Meadow-Mouse, and a whole flock of birds that talk and animals that live and love and have narrow escapes from Bowser the Hound and the hunters.

Thornton W. Burgess started writing bedtime stories about such animal characters some ten years ago out of the sheer love of

animals.

And now it turns out that Mr. Burgess, unknowingly by such writings, was creating a market for a trade-marked cracker for children. A "Peter Rabbit" cracker.

Out in Akron, Ohio, there is a company, the Fred W. Albrecht Company, which controls seventy-five retail grocery stores and a large cracker and bread bakery, and which saw an opportunity to hitch on to this market.

How it is carrying out its plan to capture this well-prepared market is here related from the selling and advertising standpoints.

In making its sales plans, the company worked on the following premises:

That its crackers should be different in appearance and character from any now on the market.

That the container should be new and novel and distinctive, of a type which would appeal to children and which would stand out on the dealer's shelves.

That repeat customers would be insured through the insertion of a complete Burgess bedtime story in every package, these stories to be assorted and to be changed frequently.

All of these plans were carried through. A carton featuring Peter

Rabbit was devised after a great deal of study. Peter Rabbit, himself, caught on the run, serves for a handle. No effort was spared to make the package lively and attractive to parents and to children.

Each carton contains three ounces net of the animal biscuits. These are enclosed in a glassine sack, which is folded over before being packed in the box.

Fourteen of the most popular Burgess animals are used. They are Reddy Fox, Peter Rabbit and Mrs. Peter, Jenny Wren, Blacky the Crow, Johnny Chuck, Danny Meadow-Mouse, Paddy the Beaver, Buster Bear, Grandfather Frog, Uncle Billy Possum, Happy Jack Squirrel, Spotty the Turtle, and Hooty the Owl.

An assortment of one hundred stories has been prepared by Mr. Burgess and illustrated by Har-

rison Cadv.

HOW THE PRODUCT IS MARKETED

A unique way of marketing Peter Rabbit animal crackers has been devised. Twelve cracker bakers, located at strategic points throughout the country, have been licensed to bake and to pack these biscuits, for sale in the exclusive territory outlined in their contract.

This gives each baker the advantage of local freight rates in making shipments. It also permits of the crackers being placed in the hands of retailers with the least waste of time after baking, and with the smallest possible selling expense. And in giving each one of these bakers an article which is exclusively and peculiarly his own, this method has permitted each licensee to feature Peter Rabbit as a drawing-card which other bakers in his territory couldn't have.

Every opportunity was given these licensees to feature Peter

Rabbit in their own way and according to their own initiative. With a novelty package such as this, created in bright colors, it was felt that car cards and outdoor advertising should be used. Plans were also made for invading the children's and women's magazines with half and

of the experience and works of both Burgess the author and Cady the illustrator. Burgess recalls to mind the fact that children influence a tremendous quantity of retail sales, and that parents are glad to buy Peter Rabbit animal biscuits for their children when they see them and know them. Cady furnishes black-and-white drawings for newspaper advertisements, which permit of an unusual and attractive message being presented to the child's eye in comparatively small space.

Several of the licensees have had marked success with a traveling Peter Rabbit booth, at which a demonstrator can pass out samples of the cookies and the story inserts too, and explain the reason they are different and more attractive to children than ordinary

cakes and candy.

Through all the advertising, the special Burgess story insert which comes with each package is featured. While this was thought to be enough of a prize in itself to insure repeat business, an experiment has been made of putting a premium card in each package, five of these cards and a fixed sum of money being sufficient to obtain a large size Peter Rabbit doll from the manufacturers.

Fred W. Albrecht of this company explains the creation of the

biscuits in this wise.

"When we opened our bakery we wanted a headliner which would serve as a leader. This would have a wide sale and would keep our bakery running full time. We looked for it among children's things, since children create most of the wants in any normal American family.

"It was our original idea to market these cookies direct from Akron, using the mails and packing the cookies in a large tin container which might sell for a dollar. This idea was won from us by other bakers, who asked for the local rights to Peter Rabbit biscuits in their own territory.

"The big feature of Peter Rabbit animal biscuits was the care and forethought we put into making the package as attractive as possible, and building every fea-

Peter Rabbit



A Burgess Bed-Time Story in every package

VEXT entire and every blatte is familier with the familier and the second of the secon

Sig Sioux

The Handbaster Blocket Compation Poly & D. and Pops N.D.

HOW ONE LICENSEE HAS USED NEWSPAPER SPACE TO APPEAL TO CHILDREN

quarter pages in color. It was felt that color should be used wherever and whenever possible.

To start the ball rolling, however, the largest use has been made

of newspaper space.

Hand-painted bulletins and direct advertising in the form of a colored leaflet enclosed in each firm's outgoing mail, and invoices to the trade also have been used thus far.

Specimen advertisements are prepared by the head office in Akron and forwarded to each licensee. At periodic intervals a sales bulletin is mailed to each licensee, giving new developments and offering suggestions for the extension of the sales campaign. In all this advertising and promotion work, the fullest use is made

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NATIONAL ADVERTISING NEW ORLEANS

THE volume of National Advertising lineage during April, 1923, was the biggest April in the history of The Times-

The Times-Picayune printed 265,054 lines of National Advertising—106,267 lines more than the second paper and 176,400 more than the third. The tabulation below shows The Times-Picayune's National Advertising lineage in April four years.

April 1920 ... 240,551 April 1921 ... 185,604 April 1922 ... 214,293 April 1923 ... 265,054

National Advertisers are more and more realizing the importance of New Orleans as a diversified market and the great increase in National Advertising lineage in The Times-Picayune proves it the dominating medium.

The Times-Picayune's well-equipped Merchandising and Service Bureau is at all times ready to co-operate efficiently with National Advertisers who want to cover the New Orleans market.

The Times - Picanune

NATIONAL REPRESENTATIVES:

CONE, HUNTON & WOODMAN, Inc. New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta

R. J. BIDWELL COMPANY, Los Angeles and San Francisco

ture so the item would sell and continue to sell. We do not begrudge a single moment of the months of study and work we put into it. On the other hand, were we starting out again today with our first sales and our idea, we would be even more careful and foresighted. And we would write a clause in each contract calling for a fixed percentage of each licensee's sales to be alloted to a joint fund for combined advertising."

Helping the New Advertiser on His Way

GOLDMAN, CARRIGAN & COMPANY, INC. New York City, May 11, 1923.

Editor of PRINTERS' INK:

Permit me to compliment you and Printers' Ink Monthly upon the un-usually splendid article covering the small beginnings of large advertising successes.

Such articles are of material benefit to agencies which are confronted daily with the problem of encouraging new clients to take the initial plunge into the advertising sea.

GOLDMAN, CARRIGAN & COMPANY, INC.
ROI B. WOOLLEY,
Vice-President.

"Journal" Evansville, Ind., Buys the "Courier"

The Evansville Journal Publishing Company, Evansville, Ind., has bought the Evansville Courier and will continue it as a morning paper. The Sunday editions of the Journal and the day editions of the Journal and the Courier will be combined and published as the Courier-Journal. The G. Logan Payne Company, publishers' representative, will represent these newspapers nationally.

New Account for Pittsburgh Agency

The Andrews-Bradshaw Company, sales engineers, Pittsburgh, in the marketing of the "Tracy Steam Purifier" and other steam specialties, is using space in business papers. The account is being directed by Walker & Downing, advertising agency of that

Chicago Agency Has Horton

The Horton Manufacturing Com-pany, Fort Wayne, Ind., manufacturer of electric washing machines and ironers, has placed its advertising ac-count with Evers, Myers & Watrous, Inc., Chicago advertising agency.

Dealers Jointly Advertise "Home Beautiful"

The Indianapolis Home Builders' As-sociation used four-column space in local sociation used four-column space in local newspapers recently to urge the public to "Visit the 'Home Beautiful' at the Home Complete Exhibition" in that city. An illustration was shown of the borne which was built and sponsored by the association. The materials and appointments consisted of well-known and nationally advertised products, furnished by the eight local member concerns whose names appeared in the advertisement. The "Home Beautiful" was intended to show the community what the tended to show the community what the word "beautiful" meant applied to a home and also that local merchants could furnish the best of service at a minimum of cost.

Florida Honors Barron Collier

The Senate and House of Representatives of the State of Florida have passed a bill creating a new county which has been named Collier County in honor of Barron Collier. Mr. Collier is head of Barron G. Collier, Inc., and the Street Railways Advertising Company. He is also head of the Bureau of Public Safety of the New York Police Department. Collier County covers an area of about a County covers an area of about a million and a half acres and previously formed the Southern half of Lee County.

New Campaign for Buffalo Advertisers

A newspaper campaign, to start in the fall, is being prepared by Gus G. Buse, manufacturer of K. N. B. flour, Buffalo. N. Y. This advertising will be directed by Walz-Weinstock, Inc., advertising agency of that city.

This agency also has obtained the account of the Cooper Box Corporation, Buffalo, which will conduct a businesspaper campaign to advertise Cooper boxes.

Canadian Newspapers Appoint Montreal Representative

The Toronto Evening Telegram, the Ottawa Citizen and the Winnipeg Trib-use have appointed John C. Hogan as their special representative at Montreal. Mr. Hogan recently has been with Smith, Denne & Moore, Ltd., Toronto advertising agency. At one time he was advertising agency. At one time he was New York representative of Everywoman's World, Toronto.

Oil Drilling Machinery Ac-

count for Chicago Agency
Paul Arbon & Company, Tulsa, Okla.,
manufacturers of oil well drilling machinery, have placed their advertising
with the Rogers-Gano Advertising
Agency, Chicago and Houston, Tex. An
coll journal campaign is being placed oil journal campaign is being placed for this account.

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A New Kind of FORM LETTER

We have devised a new kind of Form Letter which differs from the old kind in that it

does get read!

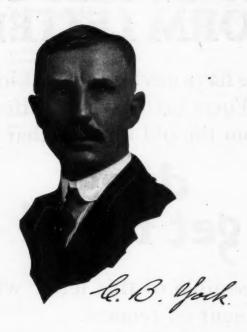
A sample of this letter will be sent on request.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE NEW YORK

The Largest Farm Paper

Money-Making Farmers
Read The Farm Journal



Mr. York makes \$7,000 a year, on an average, from his 130-acre Connecticut farm. He is a Director of the New London County Farm Bureau, and conducts demonstration work in co-operation with the Farm Bureau.

923

Circulation over 1,150,000

STARTING as a farm hand, Mr. C. B. York advanced to farm owner and operator by the not uncommon route of tenant farming. His ability is well reflected in the fact that he produces for himself an average income of \$7,000 a year on 130 acres of land valued only at about \$75 an acre. In other words, his farm, as just land, is worth only \$10,000. But with him managing it, it returns \$7,000. His livestock, implements and working capital stand him about \$6,000, making a total investment of \$16,000. If you allow 10%, or \$1,600, as rent and interest, Mr. York's management is worth to this comparatively small property \$5,400 a year!

County Agent Johnson says: "Mr. York has, I believe, one of the best farms in New London County. Last year he ran a potato demonstration where he proved conclusively the value of using good certified northern seed. This year he is co-operating in running a pasture improvement demonstration."

Mr. York specializes in dairy and truck farming, and breeds Guernsey cattle and Yorkshire hogs. He is a "dirt" farmer of the first water, and just as more than 1,150,000 other "dirt" farmers do, he subscribes to and reads The Largest Farm Paper because it is "very interesting and helpful".



Believed In for 46 Years

First in New York

THE NEW YORK TIMES publishes a greater volume of advertising than any other New York newspaper. In four months of this year The Times printed 8,322,122 agate lines of advertisements, a gain of 223,516 lines over the corresponding months of last year and an excess over the second New York newspaper of 2,305,222 lines.

THE RECORD

AGATE LINES

The New York Times - 8,322,122

Second newspaper - - - 6,016,900

Third newspaper - - - 3,991,648

Fourth newspaper - - - 3,946,698

Fifth newspaper - - - 3,336,246

In twelve months, May, 1922, to April, 1923, inclusive, The New York Times published 24,465,738 agate lines of advertising, a gain over the previous twelve months of 1,894,721 lines and an excess over the second New York newspaper of 6,501,258 lines.

Finding the Advertising Principles That Stabilize Farm Produce Markets

Government Places the Stamp of Its Approval on Advertising as an Economic Force

Special Washington Correspondence

IT is estimated that the various sums spent in advertising farm products this year will total \$20,000,000. This aggregate sum has grown during the last ten years, from a very small amount, and it is undoubtedly the result of a number of unusually successful advertising campaigns in this field.

The demand for grapefruit, oranges, prunes, raisins, walnuts and other products has been enormously increased through advertising. PRINTERS' INK has recorded and detailed the most important of these campaigns, and each one of them has contributed facts and methods of value in considering the advertising of farm products in general. But, until last summer, when the Bureau of Agricultural Economics of the U. S. Department of Agriculture, co-operating with the Division of Markets of Massachusetts Department of Agriculture, made a survey of Boston to determine the effect of advertising on the demand and supply of milk, practically nothing of a scientific nature had been done to discover the principles on which the success of such advertising depends.

The report of this survey will not be published, unless it becomes at some future date a part of a general summary. The Bureau of Agricultural Economics does not consider it conclusive, and has already prepared to verify its findings by a similar survey of conditions in Chicago and several other cities, and investigations of the value of advertising in the merchandising of all other products which have been advertised extensively.

However, there are several features of the survey that are not only significant, but of exceptional value to all advertisers. The report establishes the fact that the

Department of Agriculture has recognized the value of advertising in selling the nation's farm products. It is a detailed record of the findings of a survey which is the first step in the Bureau's determined effort to eliminate guesswork and speculation in advertising, as far as farm products are concerned, and to determine methods by which advertising can be used to protect the farmers from the below-cost prices of over-production, and the public from excessive prices caused by crop shortages. And the report, in explaining the analysis made to determine the selling points of milk and the factors of its demand, as applied to the market of Boston, presents a method that will be of value in the merchandising of any food product in any other market of the country.

BUREAU OF ECONOMICS RECOGNIZES
ADVERTISING

The Boston Milk Survey is really the outgrowth of an investigation made by the students of the University of Wisconsin ten years ago. At that time both William A. Schoenfeld and J. Clyde Marquis were professors at that university, and became interested in determining the value of advertising in the marketing of the State's livestock. Since then, Mr. Mar-quis has written widely on the subject of farm economics and has edited a widely circulated farm journal. He recently said that the growing importance of advertising, as it demonstrated its value by increasing the demand for various important products, finally convinced the Bureau of Economics that it could be used for the general good of American agricul-

"Many members of the Bureau," he continued, "have watched with a great deal of interest the advertising of raisins, oranges, apples and other products. Our statistics showed that many of these campaigns were undoubtedly successful, hence strongly indicated the economic value of advertising; but when we began to investigate the methods used and to determine the principles involved, we found almost a total lack of reliable data and statistical information on which to establish reliable conclusions for future work.

"Most of the successful advertising campaigns, both local and national, had been conducted by associations of growers and producers. Obviously, their motive has been to stimulate and stabilize the demand for certain products, in order to assure profitable selling prices for certain groups of growers or producers. This, of course, is all right; but from our viewpoint, the principle was of necessity much broader. Advertising must be found to be an influence in the merchandising of farm produce that would benefit the public as well as the producers before it could be endorsed by the Bureau.

"Our investigations have plainly shown that this is the case. For instance, last fall there was an oversupply of eggs. There was something of a scare on the part of poultry men and distributors. The market had been depressed for some weeks, and it looked as if the price would go below the cost of production, always a de-

moralizing condition. "Our department issued a statement to the press regarding the apparent surplus of eggs, and mentioned among other statistical items the fact that the per capita consumption of eggs was one-half an egg per person per day. This was widely published as news; but numerous advertisers picked up and made use of the facts stated. The Childs restaurants, grocers and dealers in many cities, and others interested, advised the readers of their advertisements to 'eat the other half,' and mentioned the tastefulness and health values of eggs.
"As a result, there was no egg

surplus. The advertising was a valuable factor in creating an increased demand sufficient to absorb surplus production. In this, the public was protected from a shortage of eggs this year, a condition that invariably follows overproduction with a demoralized market. If the prices had fallen below production costs, the poultrymen would have reduced their flocks until the high prices following curtailed production encouraged them to increase them.

"Milk was selected for the first survey because it is one of the most necessary and widely used products. Boston was selected as the place because milk has been extensively advertised in that market, and because a survey was made there in 1919 to determine the factors in the consumption of milk, and this gave us a basis of comparison."

HOW STUDY OF ADVERTISING WAS

The report states that, briefly outlined, the procedure used in making the Boston Survey was as follows:

"First-an objective study of past and contemporary advertising including an analysis of various types of advertising and publicity and an investigation of the methods used by different organizations;

'Second—a personal interview questionnaire survey among consumers designed to obtain the consumers' viewpoint;

"Third—a statistical study of the available data bearing upon milk consumption and an estimate of the weight of the various factors influencing demand."

The report then outlines and discusses the various campaigns to increase the consumption of milk in Boston. One of the first of these, and probably the first organized campaign, was that of the Endicott Food Administration, which was launched in 1918. Its purpose was to increase the use of milk so that larger supplies of less perishable foods could be released for the use of military forces The immediate occasion abroad.

Roger Babson

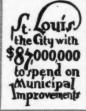
names St. Louis
as one of the nation's
"responsive" centers

-naturally.

"Campaign for Sales in These Cities

"In picking out the following localities we have based our choice on as wide a range of statistics as possible, giving consideration to seasonal movements, purchasing power, employment outlook, and many other trends. These places should be especially responsive to local advertising during the next few months: Boston, Philadelphia, Pittsburgh, Birmingham, Chicago, Detroit, St. Louis, Memphis, Los Angeles, and San Francisco."

-Excerpts from Babson's Reports, Sellers Bulletin, May 3, 1923.



-and you know how one newspaper covers the entire St. Louis trade territory (radius 150 miles)



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for advertising was the increase in price to consumers which, although it was authorized by the Food Administration, had caused housewives to organize a boycott which restricted the use of milk.

Several dangers threatened from this curtailment. If the producers had not continued to find a satisfactory market for their product they would have fattened their dairy herds for beef, and thus deprived the country of a valuable source of economical food. There was also danger that the health of the population, especially children, would be impaired by the substitution of less nourishing foods.

The higher price had been authorized to encourage the farmers to keep on producing milk; but while the move accomplished this purpose with the farmers, it had an unfavorable effect on consumers, and in overcoming this effect the report states:

"It was felt by officials of the Food Administration that this false economy on the part of housewives in cutting down the milk bill was based largely on ignorance. The average housewife, not knowing the real food value of milk, was unduly influenced by the price increase. She failed to notice, in many cases, that the price of other foods was rising rapidly also and was slow to realize that even at the high price, milk was still among the cheapest foods.

"The campaign, therefore, attempted to impress upon the public the fact of the high food value of milk and at the same time its cheapness per unit of food value. This appeal was used extensively throughout the campaign. Such slogans as the following appeared on the posters: 'Milk is the cheapest form of animal food for the money that householders can buy' and 'Milk is an all-round food for the entire family—use more milk!"

WHAT THE EARLIER CAMPAIGN SHOWED

Poster and bottle tags were the chief mediums used in the campaign. These were distributed widely through dealers' stores, of-

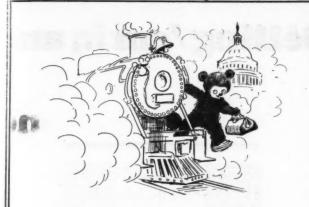
fices, shops, schools. The bottle tags were left on doorsteps by deliverymen. The influence of physicians, school teachers, and others was enlisted. The patriotic appeal was extensively employed. Leaflets were also distributed in large quantity, containing recipes which required milk.

The report states that the records show a large increase for the duration of this campaign, but that only a part of the increase continued from 1919 to the pres-The factors that influenced the demand were so involved that it was very difficult, if possible at all, to allocate any portion of it to a particular influence. In this campaign little effort was made to check up definitely on results. Consequently, the report concludes, its effects can be estimated only in conjunction with other influences in the amount of milk consumed in that period relative to other periods.

Probably the most important result of this campaign was its awakening of greater interest in milk advertising among the pro-ducers in the Boston territory. According to the report, it was due, in large measure, to its influence that the New England Milk Producers Association first took an active part in advertising in the spring of 1919. In April of that year the Boston Milk Campaign was launched under the auspices of a group of city, State and public service organizations and the U. S. Department of Agriculture. Both distributors and producers contributed to the support of this campaign, but their contributions were pooled with those from all other sources, and the fund was administered by noncommercial agencies.

The New England Milk Producers Association voted to deduct three-quarters of a cent per hundred weight of milk sold from the farmers' checks, provided the distributors would pay in a like This arrangement was amount. carried out for a time, and, including contributions from other sources, about \$36,000 was collect-

(Continued on page 170)



WASHINGTON'S importance is recognized by the great railroads—who run their fastest trains in and out of the National Capital and Chicago—linking these two great centers by over-night travel.

Washington is a community you should exploit in behalf of your product. It is so easily accomplished with ONE paper —THE STAR.

The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

Dan A. Carroll

Paris Office 5 Rue Lamartine Chicago Office J. E. Lutz Tower Building

Selling 'em ... and



N Sunday, February 4th, the Herald and Examiner's net paid

circulation passed the million mark a record achieved by only one other American newspaper.

Chicago Herald

The only paper west of New York to pass the million circulation mark

keeping 'em sold



INCE that first Sunday in February.... and up to the time

this advertisement was written (May 3rd)....the Sunday Herald and Examiner's net paid circulation has averaged

1,025,956

and Examiner

CHICAGO'S BEST NEWSPAPER

NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

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When your customer is a woman

The importance of making a favorable visual impression on the women who receive your mailings cannot be overestimated.

Most women are attracted by color. Good-looking and easy-to-read printing interests them, too.

The colorful variety of Hammermill Cover has won great popularity for it, for self-covers, folders, envelope stuffers, broadsides or circulars.

Now made in Double Thick

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low-priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Send for Samples

HAMMERMILL

Single and Double Thick

The Illustration That Is a Repetition of Units

"Saying It Over and Over Again" as Applied to Advertising Layout and Picture Theme

By W. Livingston Larned

MAN and his wife who had been invited to accompany an executive through a plant where apricots were put up in tins were asked to state what was the most vivid impression they took away with them on leaving the institu-

Both agreed on the one answer: The tin of apricots in its familiar red label, on which growing apricots were embellished.

The president of this company is known as a "crank."

One of his business ideas is plaster apricot-cans every-He has where about the plant. one as a paper-weight on his own desk in his private office. He has many cans on the rack which hangs on three sides of the room. There are mounds and pyramids of apricot-cans in the hallways. More are to be seen on display in the two reception rooms on the first floor. They are visible in every department. They are arranged attractively in the actual production quarters. They areeverywhere.

"They made a fortune for me. I'm not ashamed of them. That's what I'm manufacturing and selling," he explains to his friends. "What better decoration could we have? And, mark my word, when people are guests at this plant, they never forget our apricot-can. They will know it among a thousand, forever afterward. Perhaps there is method in my madness and my egotism."

It has been said of Campbell Soup advertising that one of its strongest features is the constant, never-ending repetition of some one can, as the main illustrative theme.

You will note that every so often Campbell advertising features repetition of this unit.

one page there were twenty-one tins, each exactly like its neighbor, save for the single change of the name of its contents in every case. They were pyramided, one atop the other, until they formed an impressive mound, in color, the full depth of the space.

The same plan also has been used with variations, as when one illustration featured the pyramid of containers on a counter, more in the background, while a merry little Campbell Kid grocer pointed

with pride to them.

The California Packing Corporation has also followed this general plan, although with pleasing variations. A familiar expedient is to show a head-on view of the shelves of a kitchen pantry. and to group thereon the full line of products. Or the same effect may be gained by showing it on the shelves of the grocer's store. Del Monte products are many, and every container label, while bearing some characteristic stationary units, is pictorially different elsewhere. How are such pictures se-The task would seem a cured? difficult one.

THE TECHNIQUE THAT IS INVOLVED

We might begin by saving that it was not done, in the two above mentioned cases, by actually grouping the tins as they are finally presented and photographing them actually on a grocer's shelves. Such a photograph would be faint in detail and odd in perspective, distorting some of the top or bottom cans.

If every can is identical as to label material, one photographic study may be made, and duplicate prints drawn. These can be neatly silhouetted and pasted and pasted where desired. Shelves can be painted in as a later consideration

or any other background detail.

But where every label differs, separate photographs must be taken and the grouping arranged as before. Sometimes it is wise not to use the camera at all, because of distortions of lettering, but actually to make original

point above? Not at all. That would be an endless job.

But if the artist is given, say a half-dozen assorted sizes of photographs of the container, he can then mount them against his tint background, grading them off, with the larger ones in the fore-

ground, and the smallest in the distance. Occasionally, for the sake of variety, he will want to paint in a new side perspective on an occasional box.

The effect of such advertisements as the Aunt Jemima display is to concentrate attention upon the familiar package and to emphasize it to the point where the reader can "see it with his eyes shut."

Repetition is always educational.

And advertisers very wisely under-stand that familiarizing the public with the product is always and invariably "good advertising."

It was not so necessary when the competition was less and there were fewer packages on counters and shelves.

It is possible to devise an advertisement featuring the product, which will practically photograph its physical form and essential detail upon the public mind.

Of very special interest in this connection, as applied, however, to an entirely different product, is the page advertisement for the Fry pump.

Here a mechanism is repeated, until it disappears into the distance and is lost to view. First a most striking type of design is evolved. The repetition is sufficient to give bull's-eye power to the page. That the hint of many machines in use is presented is perhaps of less moment than the establishing of a vivid,



NO OPPORTUNITY TO MISS THE SHAPE AND OUTLINE OF THE PRODUCT IS GIVEN HERE

drawings of the tins-or whatever

the product may be.

A most effective Aunt Jemima Pancake Flour half page in halftone had a background formed of apparently hundreds of boxes of the product. The smiling face of the old colored mammy beamed out in wonderful duplicate, top and bottom, and on both sides, with mortise for text cut from the central part.

At first glance, an advertisement of this general character would appear to be an almost endless task. Surely all of these innumerable boxes were not arranged, as a still-life study, running off into the dim perspective, and then photographed from some

A Cleveland Fold Will Give You Good Display

It will enable you to show your line to excellent advantage.

It will permit arrangement of your cuts, display heads and copy so that every item gets a prominent position.

It will give added strength to your sales talk by focusing the attention of your prospect on the feature points shown on a short page.

Ask your printer for samples of the distinctive folds he can make on his Cleveland Folding Machine.

If he does not own one, send us his name and address and we will tell him where he can have your work done locally on one of our machines.



Fold It on a Cleveland Folder

THE [IEVEIAND FOIDING MACHINE [O.

General Offices and Factory 1929-1941 East 61st St., Cleveland, O. rememberable mental flashlight of the pump. Duplicating it so many, many times, fills every part of the eve.

But in such cases the artist generally does the drudgery of a complete original drawing. Patching over such photographs would en-

tail innumerable disadvantages. And very often one print would confuse with its neighbor.

Such sharp definitions are seldom possible, save when the artist deliberately sets to the task himself and paints the gradations, one by one, patiently, and always with an eye to the grim necessity of sharp detail and rugged contrasts.

Perspective is also involved here. The feeling of an endless line of pumps is helped along by a sharp narrowing down of the vision the moment the eyes leave the first, foreground reproduc-

Some advertisers run trade-marks or trade-characters in replica, forming a sort of wallpaper design of them. It is done as emphasis. You might not pay any particular

attention to one showing of the trade-mark, but the moment it is pictured as a design it interests the eye. It is "different."

"Thirsty Fibre," of Scot Tissue fame, has been doing this along thoroughly original lines, the angular gentleman cut from fibre being presented in various sizes and spotted over the area of the page space. He becomes convincingly important. No art

problem is involved here. Different sized prints are merely mounted onto the page.

Indeed, the idea of repeating trade-marks has been found to be a highly satisfactory way of emphasizing them, where they may not be sufficiently distinctive as to

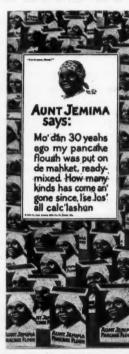
> design, to force public notice. This. of course, was not true in the case of "Thirsty Fibre." The repetition was worked out into an interesting compo-sition, and as the trade-mark figure is really a selling idea in itself, its unique duplication, in various sizes. was part of the general plan.

The specifications for a certain automobile advertisement called for the showing of a look-down view of no less than three hundred cars, beginning with large ones in the immediate foreground, and tapering off to miniature cars in the distance.

The advertising department was worried over securing any such illustration, for it was manifestly a task too arduous actually to draw them all in and supply an original illustration, line for line.

But a resourceful mind recalled that on a certain date a great output of cars was to be rolled out on the greensward of the plant, and on this day a high platform was built for the photographer, who secured his look-down photograph, and all was well.

The trouble with attempting to photograph groups of products, in massed shape, each a replica of the other, as in the case of cans,



BOTH TRADE-MARK AND PACKAGE ARE REGISTERED IN THE MEMORY BY THIS COPY

'Good enough" is never good enough forus. "That'll do" won't do here. "Let it go" doesn't go with this organization. We get too much fun out of putting all we've got into every job that comes along, and seeing how fine we can make it, to let a single chance go by.



J. M. BUNDSCHO Advertising Typographer

58 EAST WASHINGTON CHICAGO

HERE TYPE CAN SERVE YOU

6

Ten Points of Supremacy In

I—On January 1, 1924, we will have more than 500,000 subscribers. Southern Ruralist is the only publication of any kind in the territory South of the Ohio River ever to guarantee a half million circulation.

2—Ours was the first Southern Farm Paper to adopt the AAAA Standard Rate Card. Being first has become a habit during the past ten years but we seldom slow up long enough to tell about it.

3—Southern Ruralist was the first Southern Farm Paper to completely departmentize the editorial section. All phases of Agriculture are covered in each issue. Every department has been maintained through "good times" and "hard times."

4—During the remainder of 1923 Southern Ruralist will deliver from 50,000 to 100,000 circulation in excess of the guarantee on which our present rate is based. You get more for your advertising dollar than in any other medium.

5—Southern Ruralist led the South in publishing regularly quarterly comparative State circulation reports and County circulation statements. Advertisers know where their sales messages go when they use Southern Ruralist.

Firs South
Paper to Anno
a Hal Millio
Circu ation

SouthernRi

Supreme is he S

J. C. BILLINGSLEA CHICAGO

A. D. McKinney st. louis

Atlanta

In Southern Farm Field

6—Southern Ruralist is the only Southern Farm Paper that can print any one extra color you may desire on any full-page advertisement in any size issue. Sixteen colors in a single issue are possible. 7—Based on our present net paid circulation of 460,000 copies (April 15th issue ran 460,886 net) our cost per line per thousand, figured at \$2.00 per line is the lowest advertising rate ever offered by any Southern Farm Paper.

8—The first Southern Farm Paper to establish a department of markets and take up a systematic fight for the co-operative marketing of our farm products, was Southern Ruralist—and we've been at it ever since.

9—In volume of advertising carried per issue, Southern Ruralist has been first among Southern Farm Papers for many years. Likewise we enjoyed the largest advertising income of any medium in the field.

Firs Southern er to Announce Hal Million Circulation 10—The first Educational fund to aid worthy Agricultural students started by a Southern Farm Paper was established by Southern Ruralist. It is now making it possible for selected students to finish their college courses.

n Ruralist

e in he South

tlanta

A. H. BILLINGSLEA NEW YORK R. R. RING

spective played by the camera. As the composition swings to left and right, up and down, objects are mevitably distorted. Some will be smaller than others.

Busines

I was recently asked: "Suppose I want to show an entire background of cakes of soap, every cake a perfect reproduction of one original. How would I go about this? Would it be nec-

information would have it appear. The product is posed in the most satisfactory position and under lighting conditions that will bring out every fragment of detail.

When the first print is made, the retouching can be done on it, perhaps a trifle more brilliantly and with more definition than might ordinarily be true. Then as many prints are made from this new retouched copy as are desired. It will not be

desired. It will not be necessary to go over each print, as the correspondent suggested.

It is far easier to make up a composite design in this manner than to make a photograph from assembled goods. And every package or tin or product, whatever it may be, will be in perfect facsimile, with no camera distortions.

Railroad Admits of Profit from Excursion Rates

The Philadelphia & Reading Railway, in recent newspaper copy, virtually opened its books to the public by admitting that the railroad is the gainer no less than the travelers on the one-day outings run by the railway, particularly during the summer. In 1922 this line carried 526,200 persons on these reduced-fare outings, which, the copy says, "created business on Sundays and holi-

fare outings, which, the copy says, "created business on Sundays and holidays by utilizing what otherwise would be the railroad's idle equipment. In that way the equipment is made to give maximum mileage and service." Then the copy gives the benefits which the excursionists derive from these outings.

Knox Gelatine Advertised in Nursing Journals

The Charles B. Knox Gelatine Company, Johnstown, N. Y., is using full-page copy in nursing journals to appeal to the nursing profession. The copy tells of the food value of gelatine, gives an example of how it can be made into a tempting and nutritious food, offers to send a book of recipes to any nurse, and shows the package.



AN EXAMPLE OF THE REPETITION IDEA USED FOR STRESSING TRADE CHARACTER ONLY

essary for me to spread out these cakes and make a photograph of them from above, or fasten them in some way on a card, with glue? And would it be necessary for the retoucher to go over each separate photographic cake, methodically, in order to bring out the values for proper plate-making? It seems to be an endless task, any way you look at it."

Where any such design is desired, the undertaking is in no wise so trying as this seeker of







HAT would it mean to you to have 35,000 or 25,000 or even 10,000 retailers enthusiastically pushing your merchandis?

The Economist Group reaches 40,000 executives and buyers in 35,000 department, dry goods and general stores, in 10,646 cities and towns.

These merchants select and sell over 75% of all the dry goods, apparel and allied lines sold in America. Their customers number over 65,000,000 people—over two-thirds of the nation's population.

All advertising to these merchants is good advertising, but to get the most out of this great market, to get a real demonstration of its power, requires advertising that is dominating and consistent.

These merchants are by far the biggest factor in determining the degree of success to be attained by a product in the lines they carry. Advertise to them on a scale commensurate with that power.

THE ECONOMIST GROUP

239 West 39th Street New York City



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Through the state of

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The 0]

at now the perfect ev porated milk

The 0 1

Convince yourself

THE PURPOSE WAS

to impress indelibly on the minds of 10 million people in the New York market, the name and package of a new product and the fact that Dairylea is "Perfect Evaporated Milk". Results to date prove that this end has been attained through the use of the above copy, created by

The O.J. Gude Co. N.Y.

550 WEST 57th ST., NEW YORK

Chicago Providence Cleveland Akron Cincinnati Richmond St. Louis

Pittsburgh Wilmington Philadelphia Milwaukee



"Train up a child in the way he should go and when he is old he will not depart from it"

BELOW are the titles of a few articles that have appeared in Printers' Ink since 1919 on the subject of Advertising to Children. Complete list of seventy articles with dates of issue will gladly be sent upon request.

"No Harm If Children Do Get Hold of Samples"
"New Fields Opened by Appealing to Children"

"Advertising to the Grown-up of Tomorrow"

"Advertising and the Young Idea"

"Can't We Use Children in this Campaign?"
"Getting Advertising Messages to Children"

Can't you use children in your next campaign? Isn't it easier to win their good-will and support now rather than ten years from now? The most effective way to reach the child is through the teacher.

In a questionnaire recently mailed to several thousand subscribers to Normal Instructor-Primary Plans taken at random from all of the states, this question was asked:

"Do you ever recommend the use by your pupils of certain foods because of their nutritive value for growing children?"

Answers to this question were received from 2016 teachers as follows:

Yes-1834 or 91% No-182 or 9%

Tell your story to the Teacher and let her in turn, by means of charts, exhibits, lectures, health and chalk talks, samples, pictures, contests, etc., pass it on to the children. They learn quickly and unforgettably at this time of life.

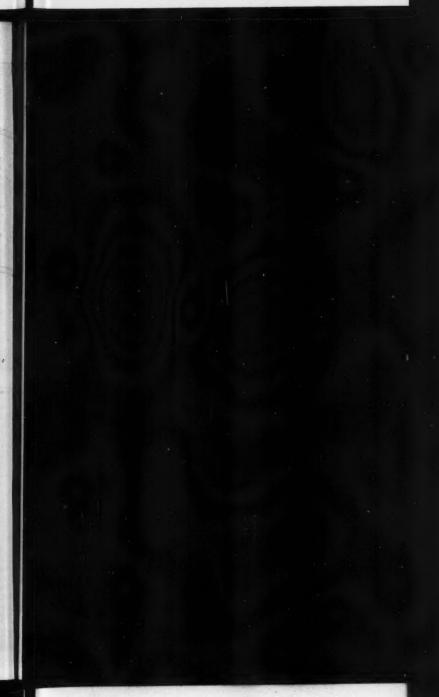
The 150,000 Teacher Subscribers to Normal Instructor-Primary Plans constitute an open channel to nearly 5,000,000 pupils and through them to more than 3,000,000 homes.

Plan to use Normal Instructor 10 times during the coming school year. Published monthly except July and August. September number closes July 25th.

F. A. OWEN PUBLISHING CO., Dansville, N. Y.

Chicago Office: 910 So. Michigan Ave.

New York Office: 110 West 34th St.



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Foreign Car Finds Selling Appeal in Atmosphere Copy

ULTRA-EXPENSIVE products as a rule mean restricted markets, and when the competition of quality and lower price enters seems almost impossible to solve. This is the kind of situation which faces the importers of foreign automobiles, but Isotta Motors, Inc. is finding the solution by the simple method of careful merchandising and quality advertising.

Selling foreign automobiles in America is quite a different story today from what it was during the time of the one-lung Cadillac and the two-cylinder Columbia. Foreign cars were then the thing. with their chain drives and heavy duty motors. They excelled mechanically and possessed a degree of comfort and luxury not to be found in the American product of that period. And too, they were the vehicles of kings, and so enjoyed a royal prestige.

Today it is different. American cars now compete with the imported in mechanical excellence, beauty of design and luxury of appointment and, car for car, are much lower in price. It might also be added that the prestige of kings is not so great as in former days. American cars, indeed, have found their way to many a royal

How, then, can foreign cars compete in the American market? They cannot, unless they possess substantial reasons to make them worth the higher prices, which must be asked because of the heavy import duties.

Isotta Motors, Inc., agent for Isotta Fraschini, an Italian car made in Milan, bases its selling appeal on the perfection of the design and the excellence of the mechanics of the Isotta chassis, and in its advertising creates an atmosphere of quality.

The advertising of the Isotta Fraschini is carried in class publications and in New York dailies.

The present copy and illustrations have been developed around the engineering skill and artistic ability of the Italian race. illustrations are from original drawings by Louis Ruyl of such "Master Works of Italian Skill" as the Milan Cathedral and the Piazza San Marco in Venice. The copy of one of the advertisements states that to regard the imposing structures of massive stone framing the Piazza San Marco in Venice, makes it difficult to believe that this same spot was once a dismal swamp.

The glorious Venice, sung by poets, praised by travelers from the far corners of the globe, is a city built upon piles; the great technical achievement of Italy's mediaeval engineers.

Today, the same inherent ability of the Italian to construct beauty upon a foundation of perfect engineering is typified in the chassis design of the Isotta Fraschini car.

raschini car.

Whatever the coach builder's art may add, it is the mechanical foundation of skilled design and precise workmanship that places the Isotta Fraschini "straight-line" eight-cylinder car beyond all comeight-cylinder car beyond all comparison.

Specific reference to the car is given in only a few words, paragraph stating that "The Isotta Fraschini car is made in a single chassis type, the 'straightline' eight, developing 76 horsepower. Its great power is perfectly controlled by the patented 'I-F' brakes on all four wheels, which eliminate skidding and reduce tire wear."

Underwear Advertised to Physicians

The Linen Underwear Company, Greenwich, N. Y., maker of Wallace's linen-mesh underwear, is running copy in medical journals which is designed to appeal to physicians. A sample of the fabric held between thumbs and fingers stretches across the space. The copy points out that overheating and subsequent failure to absorb the perspiration is the cause of chilling of the body. A special discount is offered to the physician and his family.

Joins Peck Agency

Maurice L. Hirsch has joined the Brooklyn branch of the Peck Advertising Agency, Inc., as copy chief. Mr. Hirsch was recently with the advertising agency of Irwin Jordan Rose, New York.

M

"The enthusiasms of youth, the impel



UNITED STATES SHIPPING BOARD

Mr. C.W. Puller, Photoplay Magasime, 221 West 57th St., New York City.

Dear Mr. Puller,

The onthusiasms of youth, their desires to meep moving, their constant urgs to see new places and mee faces are asong the inpelling forces behind travel. Young people are a treemflow influence in overcoming the travel insertia of their olders.

This inclusive togother with the pre-orested desire for trawl impired by the screen; current event pictures, travelagues, somes from all over the outle, or a combination so valuable that we find photoplay an important unit in the advertising of Up. Shyping hours.

We congratulate you on the intelligent presentation of the important part played by youth as outlined in - "The Age Factor in Selling and Avertising".

Very truly yours,

James W. MORING

PHOTOPLAY MAGAZINE—predo unt

, 1923

npel rees behind travel," says Mr. Boring



ed ant with the 18 to 30 age group

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Another selling success

The Whitman Chemical Company writes as follows: "The Brooks Display Container (Patented) appealed to us at once as being a desirable style. It is easy to set up and displays the goods remarkably well.

"We were told that there was nothing in the market equal to yours as an effective advertising medium. We may say that having tried it out we find it meets all requirements."

This display container offers you a similar opportunity.

Write us about your requirements. Send sample of product and designate number of units to be packed in a container. Also please specify any preference of design and colors.

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display
Advertising

The first tournament of the 1923 season of the Metropolitan Advertising Golf Association will be held at the Engineers Club, Roslyn, L. I., on May 24. The association's schedule for the Season includes tournaments at the Westchester Hills Club on June 12; Englewood Club, July 17, and the Westchester-Biltmore Club on Septem-

ber 13.
Rodney E. Boone, Eastern representative of the Chicago American, is president of the association; Charles G. Wright, assistant advertising manager of the New York Tribbne, vice-president; H. B. Fenn, The H. K. McCann Company, secretary, and R. P. Clayberger, treasurer of Calkins & Holden, June treasurer.

treasurer.

The following are members of the press committee: Charles G. Wright, George H. Leigh, Eastern manager, The Butterick Publishing Company, L. D. Fernald, assistant general manager, The Nast Group, and W. A. Sturgis, vice-president, Smith, Sturgis & Moore, Inc.

"Woman's World" Staff Changes

Guy F. Minnick, Eastern advertising manager of Woman's World, Chicago, has been made assistant to the president. He will be located at the Chi-

dent. He will be located at the Chicaro office.
Francis S. Mygatt has been promoted to succeed Mr. Minnick as Eastern advertising manager at New York.

Woman's World also has appointed Arthur F. Chapin as its New England representative, and Harrison J. Miller as its representative in New Jersey, Pennsylvania and the South.

F. M. Wolsky Starts Advertising Business

Felix Martin Wolsky, has formed an advertising business at New York under the name of the Martin Advertising Company. He was formerly secretary and general manager of Alexander and general manager of Alexander Wolsky, Inc., New York, foreign language newspaper advertising service.

Luther E. Martin Dead

Luther E. Martin, former president of the Advertising Club of Baltimore and a member of its board of governors, died recently in that city. He was president of the club from 1919 to 1920. Mr. Luther also was a member of the board of directors of the Vigilance Committee and the Batter Business Burrow. mittee and the Better Business Bureau.

Gibbs Underwear Account for Barrows & Richardson

The advertising account of the Cheltenham Knitting Company, Philadelphia, manufacturer of Gibbs underwear, has been placed with Barrows & Richardson, advertising agency of that Hardwood Institute Reports Simplification Progress

109

Several hundred lumbermen attended the first annual convention of the Hard-wood Manufacturers Institute in Chicago, May 10 and 11 and listened to reports of the success that Secretary Hoover's program of simplification and standardization is meeting in the lumber industry. Organized a few months ago the institute now has a membership from

twenty-two states.

The simplification and standardization plan when completed will be the greatest constructive work in the history of est constructive work in the insorty of the lumber industry, according to C. H. Sherrill of New Orleans, president of the institute. William A. Durgin of the Department of Commerce said that the Department of Commerce said that simplified methods would reduce tremendous wastes, increase turnover and profit producer, distributor and consumer alike.

Frederick Dickinson, President, Detroit Ad Club

The board of directors of the Detroit Adcraft Club has elected Frederick Dickinson, advertising manager of the Dickinson, advertising manager of the Hupp Motor Car Company, president. George B. Sharpe was elected vice-president, Clinton F. Berry, treasurer, and Charles M. Voelker, secretary. Merritt J. Chapman was reappointed secretary-manager of the club. Bernard G. Koether, J. Fred Woodruff, Elmer P. Grierson and Walter K. Towers were elected to the board of directors of which the above officers are also members.

W. N. Bayless Buys Interest in Schulte-Tiffany Agency

W. N. Bayless, for the last three years, chief of service of The Powers-House Company, Cleveland, has acquired an interest in The Schulte-Tiffany Company, Cleveland advertising agency. rany Company, Cleveland advertising agency. The name of the agency has been changed to The Tiffany-Bayless Company with Mr. Bayless as treasurer. For a number of years, Mr. Bayless was advertising manager of The Conking Pen Manufacturing Company, Toledo, Ohio.

Technical Publicity Meeting at Newark

The Technical Publicity Association, Inc., New York, held its last meeting of the season at Newark, N. J., on May 11. The association at its meetings usually hears addresses on technical advertising subjects, but the program of the last meeting was made a social energy for its numbers. social event for its members.

Don D. Miller with "Life"
Don D. Miller has joined the New
York staff of Life. He was formerly
with Vogue, Vanity Fair and House &
Garden, in both Eastern and Western
territories. More recently he has been with Judge.

Gaining Attention by Omission in Local Direct-Mail Effort

Repetition has dulled the old saw Repetition has duited the old saw of it not being what you put in but what you leave out that really counts. A novel instance, however, of its application to a direct-mail effort as related by Fred Kelly in the Nation's Business shows the old axiom to be still

of much strength.

"A Western man, in starting a hat store a few years back, tried a rather startling method for bringing himself to the attention of possible customers. The printed the name and address of his store on the corner of business envelopes of high quality, and he also printed the line: 'Best Values in Men's Hats.' Then he got a list of all the members of the various clubs in town. He sent each one of thesean envelope by special delivery wail. The envelope by special-delivery mail. The envelopes

were all entirely empty.
"The next morning the man did nothing but answer telephone calls from one man after another who wondered what the letter was that he had neglected to place in the envelope sent with a ten-cent special delivery stamp

on it. "How did you know I sent it?' the hat man invariably asked.
"'Because your name was on the

"Did the envelope say I gave the best values in men's hats?"
"Yes, that was on it."
"Oh, well, then, never mind the letter. In fact, there wasn't any letter. I just wanted you to know I can sell you quality hats cheaper than you can get anywhere else."

E. D. Giauque Advanced by U. S. Light & Heat Corp.

E. D. Giauque, assistant advertising manager of the U. S. Light & Heat Corporation, Niagara Falls, N. Y., manufacturer of U. S. L. storage batteries, electric arc welders and railway car lighting devices, has been promoted to the position of advertising manager.

Newspaper Campaign for Canadian Jams and Jellies

An advertising campaign will be started shortly by Wagstaffe Limited, Hamilton, Ont., on its jams, jellies and marmalades. Ontario newspapers will be used. This advertising will be directed by the Toronto office of Smith, Denne & Moore, Ltd., advertising agency.

Willys-Overland Shows Profit for Quarter

The Willys-Overland Company, To-ledo, O., for the first quarter of 1923 reports earnings of \$2,729,468 and sales of 39,030 cars.

At the annual meeting recently, John W. Willys, president, and all directors,

were re-elected.

Arizona Newspapers Association Has Annual Meeting

The annual meeting of the Arizona Daily Newspaper Association was recently held at Miami, Ariz. The attendance at the meeting was the best in the history of the association. All of the officers were re-elected.

All of the officers were re-elected. These officers are J. H. Westover, publisher of the Yuma Morning Sun, president; Colonel Fred S. Breen, publisher of the Flagstaff Coconsino Sur, vice-president, and O. B. Jaynes, business manager of the Tucson Citizen, secretary-treasurer.

It was voted by the association to admit weekly newspapers to membership on invitation. In the past membership has been limited solely to daily news-

papers.
The delegates voted to hold the next annual convention at Nogales. The next special meeting of the association will be held at Flagstaff.

Helps Turn Prospects into Advertisers

THE ATLANTIC MONTHLY COMPANY

THE ATLANTIC MONTHLY COMPANY BOSTON, MASS., May 11, 1923.

Editor of PRINTERS' INK:

"The Humble Beginnings of Our Great Advertisers" in the May Printers' Ink Monthly was the most interesting article I have read; in fact, have purchased several additional copies of the magazine, as I wish to send these to a number of advertising prospects.

Y congratulate you on the interesting

I congratulate you on the interesting manner in which you presented the case

in question.
THE ATLANTIC MONTHLY COMPANY, N. J. Peabody, Advertising Manager.

Walker & Company Appoints Saginaw Manager

T. Wisner has been appointed manager of the Saginaw, Mich., office of Walker & Company, outdoor advertising, Detroit. He was formerly general man-Detroit. He was formerly general manager of the Bridgeport Poster Advertising Company, Bridgeport, Conn., and the Jersey City Poster Advertising Company, Jersey City, N. J.

Creates Service Bureau Hardware Retailers

Wisconsin Retail Hardware The Wisconsin Ketaii Tartuwaic Association has created a sales and display service bureau for its members. George K. Nitz will direct the work of this bureau, planning stock arrangement, advertising campaigns, and win-dow and interior displays.

S. Plummer, Jr. with "Literary Digest"

C. S. Plummer, Jr., formerly advertising manager of Metropolitan Magazine, is now with The Literary Digest in charge of New York City territory.



The same principle as a bit of red string

S OME folks use knots in a handkerchief or a piece of string wrapped around a finger to remind them of an errand. A glance at some such reminder, and a complete train of thought is started.

That's the principle of the Giant Ad. Its similarity to the original magazine or newspaper advertisement acts as a reminder to the prospect of the decision to buy which he formed on reading this advertisement.

The magazine copy awakens a desire for your product—usually where that product is not on sale—in the home, on the train or street car. The Giant Ad posted in the dealer's window reawakens this desire—at the point of sale. It is not necessary to read the Giant Ad. Like the handkerchief or the red string on the finger, a glance does the thing in a flash.

Write for descriptive booklet, rate card and samples.

NATIONAL PROCESS COMPANY, Inc.
117-119 East 24th Street, New York City, Phone: Mad. Sq. 3680
Philadelphia Boston
1420 Chestnut St.:Spr. 1173, 28 School St.:Cong. 5257, 335 5th Ave.:Smthfld. 1162

GIANT ADS

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Why Ad No. 4* Ran in 600 Papers

CLIENTS of this agency use the R. & R. plan for testing individual advertisements on the basis of actual sales made through dealers. They never run a piece of copy nationally until it has been tested in a small way and proved profitable.

Here are the sales figures (wholesale) on a series of six small newspaper advertisements we recently tested for a client, selling through drug stores, who uses 600 newspapers:

Ad	No.	1	produced	\$145.50	in	sales
Ad	No.	2	**	87.00	44	66
Ad	No.	3	66	210.00	66	66
*Ad	No.	4	46	279.00	66	66
Ad	No.	5	66	58.00	66	66
'A 4	No	6	66	105 50	66	66

All six of these advertisements were the same size. Each one cost \$96.30 per insertion in the total number of test papers used. And we have proved time and again that any ad which will sell three times its cost in this list of papers will sell three times its cost in newspapers all over the country, from Maine to California.

Note that Ads Nos. 2 and 5 sold less goods than the advertisement cost. And they looked just as strong as the others before they were tested.

As a result of this test, we eliminated Ads Nos. 1, 2, and 5. Ads Nos. 3 and 6 will be strengthened and retested before being used nationally. And new advertisements are being prepared for testing, using as a basis

Rı

Ad No. 4, which sold practically three times its cost.

That is why our client immediately approved our recommendation to run Ad No. 4 in his list of 600 papers along with other ads we have previously prepared and tested for him—because he knows from experience that he can depend on it to sell practically three times its cost wherever it appears.

Through this new plan of testing advertisements before releasing them in a national campaign, we determine the actual number of packages which move from the dealers' shelves into consumers' hands. It enables us to eliminate weak, unprofitable advertisements and concentrate on those which sell best. In this way we have taken practically all the risk out of advertising to sell through dealers—just as our method of mail order testing has taken the risk out of mail order advertising.

If your product sells through drug or department stores, you will be interested in our new "Eliminating booklet, the Dronad," which tells the story of this big forward step in advertising. A copy will be sent without obligation any advertiser who requests it on his business letterhead. Please mention PRINTERS' INK.



Ruthrauff & Ryan inc. Advertising

New York: 404 Fourth Ave. at 28th St.

Chicago: 225 North Michigan Ave.

heating shop in New Orleans. d

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but nevertheless true, that if sales can be increased without correspondingly increasing selling costs, more profit will result.

That is why the plumbing and heating contractor is today selling cook stoves, refrigerators, gas and electric heaters, etc. If he sells a man a kitchen sink, why not a kitchen stove? If he sells laundry tubs, why not washing and ironing machines?

When a house owner buys plumbing or heating equipment, he is nearly always in the market for a cook stove, a refrigerator or an auxiliary heater. The plumbing and heating contractor is in touch with him at the time he wants to buy, knows his needs and can secure the order with little effort. Low selling expense makes it profitable for the plumbing and heating contractor to handle these lines.

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly

1900 Prairie Avenue CHICAGO

Member Audit Bureau of Circulations-Associated Business Papers, Inc.

A Jingle Contest Helps Local Dealer Advertise Used Cars

Uses Display Space to Advertise Used Car Department Instead of Advertising Individual Cars Separately

THE experience of an automobile dealer in Louisville, Kentucky, will interest automobile manufacturers and perhaps manufacturers of other products also, especially those whose dealers make a practice of taking used goods in partial exchange for new, as for instance office filing cabinets, desks, bookcases, safes, typewriters, stoves, pianos, furniture, as well as automobiles.

This particular dealer discovered, as many other automobile dealers have found through experience, that advertising used cars is not the same sort of an advertising problem as advertising new cars. The dealer has generally but one or two makes of new cars to sell. While his advertising deals with these cars specifically, it is cumulative, and brings results steadily in proportion to its strength and frequency.

Advertising a used car, however, is not that sort of a problem at The first reason why it is not is because the dealer's stock of used cars may comprise several makes and his stock may constantly change. Advertising a particular used car by name when he may have but one or two such cars in stock, would represent an advertising waste when the advertising brings more buyers than there are cars. It is the experience of many automobile dealers that better results are to be obtained when display space is used to describe the used car department, or to describe a number of cars, than when separate classified advertisements are used to describe individual makes of cars.

The Franklin-Louisville Co., of Louisville, Ky., representatives of the Franklin Automobile Company, of Syracuse, found by experience that it was better to tell the public of Louisville that it maintained a used car department and make them remember it by

advertising than to advertise particular used cars, as it happened to have them. The company did two things in addition to using display space—both more or less unconventional, but nevertheless effective for the purpose—which brought immediate results.

The first thing it did was to make an arrangement with the best jazz band in Louisville to do its practicing in the company's show-room one evening a week. This fact was made the subject of an advertisement in connection with the used car department and an invitation was extended to the public to be present.

By this means many people were attracted to the company's show-room on practice nights. The location of the show-room became very well known and the show-room itself was arranged so that everybody who came was made well aware that a number of used cars was for sale.

The second thing which the company did was to arrange a jingle contest and offer one dollar to everybody who would write and forward to the Franklin-Louisville Co. an acceptable jingle concerning rebuilt Franklin cars. Every jingle accepted and published earned a dollar.

The contest which was started in a small way has grown steadily. The prize-winning jingles in connection with descriptions of used cars for sale are a regular feature of the company's advertising. In case of a prize-winning jingle of more than ordinary value in an advertising way, larger space is given to it. One such jingle had to do with the current fad con-cerning recent Egyptian discoveries. A special border with comic Egyptian figures made an advertisement that attracted a lot of attention. The running head in these advertisements is "Ballads of Rebuilt Franklins" and the

caption of this particular advertisement is "Old King Tut." It runs as follows:

Old King Tut did his merry strut Old King I if did his merry structure.

Buck in the chariot days.

But if he lived now I'd venture to vow

He'd modernize most of his ways.

With autos so handy he'd be a Jim-dandy And, of course, in a Franklin he'd ride. Why, he'd give us the lilt in his Franklin rebuilt,

With an added "Hoop La" on the side.

Should he prepare to die, I know he would try
To take in his tomb on the sand

A rebuilt Franklin or two, and if that wouldn't do

He'd take along Smart's River Band.

But you know that old chappie was ever

But you happy
So happy
With his chariots and banners afling;
With his chariots he was "kilt" befo That's because he was ' Franklins were built

So he died without missing a thing,

The "ballad" is signed C. R. Callis, 224 West Broadway, who composed the jingle and earned the prize. A box in the advertisement describes the assortment of used cars as follows:

Some splendid bargains in watercooled cars, Ford, Dodge, Chalmers,
Oldsmobile, Hupmobile, Hudson, Lexington, Packard, Cadillac, Peerless, Marmon, Stearns—all kinds—all prices, terms
to suit. Come in and look them over.
Open every evening this week. Joe
Smart's Orchestra Thursday night.

The advertisement in question is seven inches, double column.

Results of the advertising have been highly satisfactory and have greatly increased the sale of used cars for the Franklin-Louisville Co.

Ont., Stratford, "Beacon-Herald" Appointment

Stevens & Baumann Inc., publishers representatives, New York and Chicago, have been appointed representatives in the United States for the Stratford, Ont., Beacon-Herald. The Beacon-Herald is a new afternoon daily resulting from the recent amalgamation of the Stratford Daily Beacon and the Stratford Daily Herald. W. J. Taylor is president and Charles Dingman, managing director of the Beacon-Herald.

Has Jones Foundry & Machine Account

The advertising account of the W. A. Jones Foundry & Machine Company, Chicago, has been placed with Advertising Producers Associated, Chicago.

Nathaniel C. Wright Dead

Nathaniel Curwin Wright, editorial manager and part owner of the Toledo Blade, died at that city on May 13 at the age of fifty-four. Mr. Wright started his career as a reporter for the Chicago Daily News, was for eight years with the Associated Press, and subsequently joined the Indianapolis Sestinel, becomission few years its publisher and also joined the Indianapolis Sensines, becoming in a few years its publisher and also editor of the Indianapolis Journal. In the following year, 1904, he went to Cleveland as managing editor of the Leader; two years later he became editor-in-chief and president of the Cleveland Leader Printing Company. He remained in that energity until the sale of mained in that capacity until the sale of the Leader in 1913.
In 1908 Mr. Wright joined the Toledo

In 1908 Mr. Wright joined the Toledo Blade in the capacity mentioned and in 1916 became part owner and editor of the Newark, N. J., Star-Eagle. In 1917 he acquired an interest in the Detroit Journal and assumed an active part in its management, until its sale and merging with the Detroit News in 1922.

Chain Stores Show April Gains

F. W. Woolworth & Company report sales of \$13,940,314 for April, as compared with \$13,439,278 for the same month of last year. Total sales for the first four months were \$52,002,813 as against \$44,900,755 in the corresponding period of 1922.

period of 1922.

S. H. Kress & Company for April report gross sales of \$2,495,961 as against \$2,396,041 in April, 1922. For the first four months of the current year aggregate sales are shown as \$9,214,342, compared with \$7,996,527 for the same period of 1922.

Sherman & Lebair Add to Staff

Francis DeWitt, Robert E. Carew and Francis DeWitt, Robert E. Carew and A. Phillips de Cernea have joined the staff of Sherman & Lebair, Inc., New York advertising agency. Mr. DeWitt, who was formerly with Evans & Barnhill, Inc., George Batten Company, and N. W. Ayer & Son, becomes chief of the copy staff. Robert E. Carew was previously with Albert Frank & Company and Frank Seaman, Inc.

Hoops Agency Augments Staff

C. E. Austin and Richard E. Tucker have joined the copy and service staff of the Hoops Advertising Company, Inc., Chicago. Mr. Austin was formerly with the Victor C. Breytspraak Company and Heegstra, Inc., Chicago. Mr. Tucker has been with Erwin Wasey & Company, and The John H. Dunham Company, Chicago advertising agencies.

R. A. Skinner Joins The Maytag Company

R. A. Skinner, formerly with the International Harvester Company, is now with The Maytag Company at Kan-sas City, Mo.



Talk to the mother when she is nearest the child!

ADVERTISE children's wearing apparel, shoes, foods, toilet articles, toys, books and nursery equipment in "Child Life." Thus you get the ear of the mother who buys. When the mother is reading "Child Life" to her own children, she is most sensitively atune to their requirements—physical and mental. She will give instant heed to any sales message that shows her how to make their lives more comfortable, happier, more secure.

Remember that "Child Life" has a circulation of more than 100,000. And that it goes to the homes that appreciate and select the best, especially when the children are concerned.



The editorial content of "Child Life" is unequalled in its field. The most skillful children's writers contribute to it. It is illustrated by famous artists for children. It contains many unique features. It is backed by the long experience of RAND MCNALLY & COMPANY in publishing books for children.

In "Child Life" success is assured for your advertisement. Send for rates and a copy of "Child Life" to look over.

RAND MCNALLY & COMPANY
Publishers

536 S. CLARK STREET

CHICAGO

Mothers who select read

"CHILD LIFE" to their Children

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No. 7:—What Do You Know JACKSONVILLE The maintenance of municipal

A VIEW of this important Southern port is shown above. Population for 1922, 100,000.

Jacksonville has 268 manufacturing plants which turn out products to the value of \$50,000,000 annually.

Ten Banks and Trust Companies, 1922 bank clearings \$514.437,000.

During 1921 Jacksonville handled 1767 ships of which 343 entered and cleared direct to foreign ports. Its location makes it the logical distribution point for the raw material, manufactures and other products of the Southeastern states to South and Central American points.

The maintenance of municipal dock terminals offers splendid shipping facilities. One and one-half miles of bulkhead and clear space along the St. Johns River; depth of water 30 feet.

Jacksonville is now spending proceeds of \$1,000,000 bond issue in extending present facilities.

Five trunk railways enter the city and operate 90 trains daily.

Municipally owned and operated terminal railroad connects all lines with yards and piers.

Has 4 dry docks, taking ships up to 8,000 tons.

Both in manufacturing and distribution, lumber, phosphate and naval stores constitute important lines in Jacksonville's industrial activity.

Sell it South





About Southern Markets?

Saw-mills and wood-working plants are numerous; mills that make crate material to move the millions of boxes of fruit and vegetables raised in Florida. Lumber products bring to Jacksonville \$21,000,000 annually.

This city is also the world's largest naval stores market handling annually 8,885,000 barrels of turpentine and 570,000 barrels of rosin.

Jacksonville is the natural distribution center for machinery, equipment and supplies required by the various manufacturing plants of the State.

For factory sites, Jacksonville has ample space on railroad or river frontage with cheap power, abundance of raw material and first-class transportation facilities. FLORIDA
has 2,582 manufacturing establish-

has 2,582 manufacturing establishments; value of products \$213,-326,000; primary horsepower, 139,-450. This includes 469 lumber mills, 68 ship building plants, 452 rosin and turpentine plants, 24 fertilizer mills, 78 metal working plants and foundries, 8 packing plants, etc.

In agriculture, Florida leads all other states in value of production per acre. Of 20,000,000 available acres, less than 1/10th under cultivation produced a \$50,000,000 crop.

Florida has 30 jobbers and dealers in mill supplies and machinery. 400 hardware jobbers and dealers. 162 electrical jobbers and dealers. Automotive distributors, dealers and garages 844. 1921 automobile registration 97,957.

Thru These Recognized Southern Business Papers Combined Monthly Circulation, 42,000 Copies

W. R. C. Smith Pub. Co., Atlanta, Ga.



Announcing-



Beginning with the May issue, EDWARD HUNGERFORD becomes Contributing Editor to HOTEL MANAGEMENT

Mr. Hungerford was born into and brought up in the hotel business, but is best known to the public as an authority on travel and transportation subjects.

For many years Mr. Hungerford has been a frequent contributor to Collier's, Saturday Evening Post, New York Tribune, Philadelphia Public Ledger and other well-known magazines and newspapers.

In addition to editorial work for HOTEL MAN-AGEMENT, Mr. Hungerford will serve as consultant on travel and transportation problems as a member of our Readers' Service Bureau. This group of recognized authorities furnishes subscribers with accurate, dependable information and advice on any question that may be asked in connection with the management of hotels.

> A copy of the May issue of HOTEL MANAGEMENT containing an article by Mr. Hungerford on Hotel Travel Bureaus will be sent on request.

> > E Hahrens

342 Madison Avenue New York City Hall Ohi

R. D. SMITH 20 E. Erie St., Chicago

Blanchard-Nichola-Coleman, Pacific Coast Representations

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Som Rui conductor purpose tages a vertise sent to found advert pany's of \$36 during

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How Can We Get Our Dealers to Advertise?

Some Answers to That Question Which Were Bought with Experience

THE MILLER LOCK COMPANY PHILADELPHIA, PA.

Editor of PRINTERS' INK:

Do you have any information on tab, or articles you can refer me to, describing methods used by manufacturers in getting their advertising used by re-

The particular angle we are interested in is that of developing a plan which will induce dealers to use and pay for themselves, newspaper advertising that will feature the Miller line. We realize the difficulties of a plan of this kind but are interested in its

possibilities and wonder if any history of success has been built up by manu-facturers to your knowledge. The idea would be to work with a limited number of retailers at first, having a good cap-able advertising man personally work able advertising man personally word out the details with them and arrange for placing the ads and possibly taking care of part of the expense of insertion, as necessary. The next step would be to analyze the experiences of half a dozen or a dozen retailers who put on intensive campaigns and develop from this a program subject to modifications, that would be so interesting to other dealers that they would be led to enter into it upon personal solicitation by salesmen and pay for the advertising themselves, making out of this cost an investment that should bring them better business volume, particularly in the manufactur-ers line whose goods are featured.

We have seen a number of articles in Printers' Ink on the general work of promoting the use of sales helps among dealers but have not run across anything directly on this angle of the

subject.

If you know of experiences that any other manufacturers have had, that you can refer us to, we would very much appreciate it.

THE MILLER LOCK COMPANY.

Some months ago the Advance-Rumely Thresher Company Thresher Company conducted an investigation for the purpose of discovering the advantages accruing to dealers who advertised locally. A letter was sent to 1,800 merchants. It was found that merchants who had advertised according to the company's suggestion sold an average of \$36,029.04 worth of equipment during a single season. who did not advertise sold an average of only \$9,424.85.

These figures are remarkable illustrations of the efficiency of local advertising. Armed with such statistics, it would seem an easy task to sell merchants on the idea of conducting campaigns in their territories. Nevertheless, it is only too well known, the reverse is the case. Few advertising problems are so troublesome. Many manufacturers who have been successful in their national campaigns have failed in their efforts to induce merchants to tie up with the general publicity.

Why is this so?

There is more than one answer to that question. In the first place copy is frequently written with a disregard of local conditions. The advertisements are prepared by an advertising manager or agency copy writer who is trained primarily to think and write from the standpoint of the manufacturer. While there is a great deal of similarity in the fundamentals underlying both types of advertising, there are also dissimilar factors which call for radically different copy treatment. understand this and are quick to perceive that copy which over-looks this important principle is bound to be largely ineffective.

A second cause is that the advertisements must be O.K.'d by several hundred and sometimes several thousand individuals, Each has his own idea concerning the merits of different advertising appeals. Since the writer of the copy is not able personally to visit each merchant and explain the value of the advertisement the merchant is not always aware of the aims of the campaign and discards the advertising as being unsuited to his

requirements.

Third, is the practice of making advertisements too large in comparison with the annual sales volume of the merchandise featured When sales on a single item average, say, \$1,000 a year, the merchant will not appropriate \$100 or ten per cent to advertise it.

The fourth reason is the tend-

ency to leave only a quarter of an inch or so at the bottom of the advertisement for the dealer's name. The copy is largely devoted to the manufacturer's merchandise. Since the dealer is paying for the advertising he feels the major share of the emphasis should be laid on his store. If his wishes and ideas in this respect are disregarded, there is little hope of inducing him to appropriate his good money. The Twinplex Sales Company found this to be so.

Five, is the tendency to write copy that does not truly represent the dealer. Especially in the small towns, the dealer is on rather intimate terms with all his patrons. Consequently, he wants his advertising to represent him. He knows that were he to use copy which talks in the English of a college professor, he would be laying himself open to ridicule. Dealer copy should be natural, simple and spontaneous.

The sixth reason is the practice of throwing dealer campaigns together as one would a ready-made bungalow. The proposition is made too mechanical, The human element is overlooked.

As the seventh cause we can assign the failure of manufacturers to consult merchants before preparing the copy. Dealers like to know that they have a hand in preparing the advertising. Several manufacturers let dealers see advance proofs and ask for their criticisms and suggestions. Hart Schaffner & Marx frequently do this.

Number eight lies in the gentle art of procrastination which dealers, as well as manufacturers, are adepts at. The merchant may have the best intentions in the world, but if he persists in putting the campaign off from day to day the material furnished him by the manufacturer eventually finds its way to a resting place back of the counter. From there it either supplies fuel to the fire or adds to the income of the junk collector.

The ninth cause is the failure to sell dealers on the local adver-

tising program. One or two letters will not do the trick. The merchant must be kept after continually. Here the road force can do some valuable work. Many manufacturers have found it profitable to encourage their salesmen to devote a certain portion of their time to convincing their dealer customers of the profitableness of local advertising.

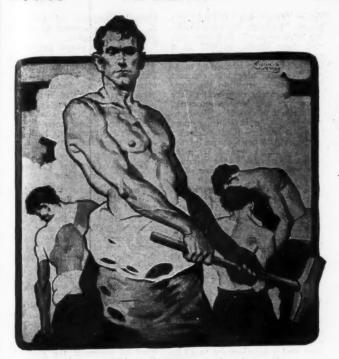
Each of these nine reasons is sufficient by itself to make the best laid dealer campaign go wrong. Fortunately none of them offers insurmountable obstacles. As a matter of fact most of them are easily overcome. Here are some of the plans followed by manufacturers who have been unusually successful in this direction.

THE ADVANCE-RUMELY THRESHER PLAN

The Advance-Rumely Thresher Company finds that creating a desire among dealers for a continuous campaign and then, when the advertising begins, assuming the details, greatly increases the number of retailers using the company's advertising service. company does not offer its merchants a conglomerate set of advertisements. The only choice the dealer has is among three different campaigns. Each campaign consists, not of one piece of copy, but of several. Once the dealer signs up for a campaign or for all three of them, all he has to do is pay the space bills. All the remaining details are taken care of at the Advance-Rumely Thresher Company's advertising office.

The Acme White Lead & Color Works operate along somewhat similar lines. This organization has been particularly fortunate in signing up dealers for newspaper advertising. What the company does is first to plan a complete campaign, including everything from window displays and a complete direct-by-mail service to road signs and envelope stuffers. During one year the cost to the company for each campaign amounted to about \$25.

The selling of the service was left entirely to the road men. An



Brute Power

T'S the tremendous, persistent hammering of one Dominant Idea that welds sales. It is our firm conviction that every advertising campaign should be born of a Dominant Idea that fairly writes itself into vivid advertising—translates itself into aggressive salesmanship.



MJunkin Advertising Company

Five South Wabash Avenue, CHICAGO

order blank was printed and headed "Requests for agency sell-ing helps service." Salesmen car-ried these blanks, as well as a complete sales portfolio, describing the plan in an interesting manner. When an advertising contract blank was returned to the company signed, the remainder of the proposition was largely automatic. As a result of this idea, the company was able to sign up more than one hundred thousand inches of dealer-paid newspaper advertising in a single year. To make the plan profitable to the salesmen they were paid on the basis of so much per inch for each inch signed up over a certain minimum. The Acme plan is exceptionally complete and it proved so satisfactory that a study of it is suggested. The details will be found on page 117 of Printers' INK for March 23, 1922. A later article describing a more recent plan of the Acme company appears in the May, 1923 issue of Printers' Ink Monthly.

The Twinplex Sales Company found its retailer advertising service was going into the waste paper basket more often than into the newspapers. For the purpose of discovering the reasons, the company sent a questionnaire to all its dealers. Enclosed with the questionnaire was the sort of adver-tisements which Twinplex felt would best meet the requirements of its customers. Each piece of copy was designed to feature the cutlery department rather than the Twinplex Stropper. Each layout had blank places left for the dealer to fill in with any items he wanted. Only four lines were left for mention of the Twinplex Stropper. Replies to the questionnaire poured in and an analysis showed that the company had hit on the right idea. As a result Twinplex adopted an entirely new

copy plan.

Of late there has been a decided tendency in retail circles to advertise co-operatively. This trend can be used advantageously in promoting a retail advertising service. One company that seized the opportunity is the Shur-on

Optical Company, of Rochester N. Y., manufacturer of optical goods and supplies.

The Shur-on people prepared a co-operative advertising campaign which was first sold to dealers in Paterson, N. J. There are eleven optometrists in Paterson, and every one co-operated in the campaign. Their expense was less than \$10 each. Results were very satisfactory. Since then Shur-on co-operative campaigns have been run in more than fifty-one other cities.

GETTING AWAY FROM "CANNED" ADVERTISING

For some time the Western Electric Company had been confronted with the problem of preparing dealer copy that would be exceptional. This advertiser found that dealers handling its line objected particularly to the fact that the advertisements with which they were supplied too clearly indicated their origin. In other words, they looked too much like "canned" advertisements.

To get out of this difficulty the company designed an advertising manual which permits of more Eight illustrations local color. were selected. These were sufficient to represent the particular line which was being emphasized in the company's national advertising at that time. Electrotypes were made of these eight engravings. The layouts are so designed that they permit the dealer to feature a local testimonial, while the description of the power, or lighting system, was so prepared that it could be followed exactly by the local printer. The electrotype is so mortised that the type for the testimonial or any other message which the dealer desires to use may be easily inserted.

All in all the idea is not alone novel but thoroughly practical as well. The details were given on page 25 of the May 12, 1921 issue of PRINTERS' INK.

The Fleischmann Company is conducting one of the most complete dealer service departments in the country. The functioning method, merely because of the

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COVERS CINCINNATI Every Day

COVERS in the Way That PAYS

I. A. KLEIN 50 East 42nd Street New York R. J. BIDWELL CO. 742 Market Street San Francisco

I. A. KLEIN 76 West Monroe Street Chicago

One of the World's Greatest Newspapers



The only real dealer influence: —consumer demand

It is a pretty good list. The space buying department feels that it represents the best value for the client's money. The agency representative presents it to the client.

"Why this paper?" queries the advertiser.

"For dealer influence," says the representative.

"Oh yes—" the advertiser assents, and buys a paper that is supposed to speed the selling.

THE dealer influence of a medium—unless it is the kind that brings customers into the store—is too often the astigmatic advertiser's merchandising mirage that inveigles with a vision of a near-by oasis of profits in the sales Sahara.

Do you push a dead product—somebody else's? Do you zealeusly promote an unprofitable account? Then why should any dealer? The only "dealer influence" that really influences the dealer is consumer demand!

THE NEWS has dealer influence—

not because the dealer has read it for twenty years. (The News is only four years old!)

not because the dealer likes its politics.

(The News has no fixed party affiliations.)

not because it gives him publicity in special Borough editions. (Reading notices—\$3.25 per line.

Must be followed by "Adv."—Cf. rate card.)

not because we have a merchandising staff that calls on him. (We haven't—yet!)

not because we publish a dealer trade paper.

(We don't. To issue trade papers to 60,000 retailers is too big a job of publishing to be an advertising department adjunct; and too expensive to go with our advertising rates!)

BUT because The News has a circulation of 600,000—interested readers who see the advertising on its tabloid pages, who buy the goods advertised. It has dealer influence because it creates customers and profits—and it is a good advertising medium for the same reason! Get the facts!

"TELL It to Sweeney" has been issued in folder form. Write for the series!

THE NEWS
New Yorks Picture Newspaper

25 Park Place, N. Y .- Tribune Bldg., Chicago



scope and operations covered, is so involved that not even a fair idea can be given in several paragraphs. The complete story was told in *Printers' Ink Monthly* for September, 1922, on page 32. There are supposed to be about 32,000 bakers in the United States. Almost 1,500 advertising and sales plans worked out by Fleischmann are used each month by these bakers.

From what has been said it will be seen the entire problem reduces itself into that of preparing copy that will satisfy the dealer and bring in business for him, and second to sell the service through sustained efforts. The articles listed below tell what a number of manufacturers are doing in this respect.—[Ed. PRINTERS' INK.

(Printers' Ink Monthly)

How 4,000 Dealers Were Sold a Dealer Help Campaign; May, 1923; page 63. Fleischmann Helps Sell the Other Man's Product; September 1922, page

Man's Product; September 1922, page 32. Questionnaire Helps Mayer Brothers Aid Retailers; April 1920, page 83.

(PRINTERS' INK)

Dealers' Advertisements That Get Used; July 27, 1922, page 78. Dealer Ads That Capitalize the Dealer's Viewpoint; April 20, 1922, page 125.

Co-operative Advertising Speeds Up Optical Sales; April 6, 1922; page 107. Manufacturer Signs Up Dealers for Newspaper Advertising; March 23,

Newspaper Advertising; March 23, 1922, page 117. How We Make Sure Our Dealers Will Advertise; August 25, 1921; page

25.

Keeping Your Ad Aid Service Out of the Dealer's W.P.B.; July 7, 1921, page 97.

Western Electric Co. Finds a Way to

Western Electric Co. Finds a Way to Collaborate; May 12, 1921, page 25. The Kind of Advertising a Small Town Merchant Likes to Use; June 26, 1919, page 47.

1919, page 47.

Advertising Approval That Dodges the Sting of Later Criticism; June 19, 1919, page 100

the Sting of Later Criticism; June 19, 1919, page 109.
The Advertising That Has Sold De Laval Separators; April 3, 1919, page 84. Offering Complete Campaigns to Dealers Instead of "Cuts"; July 15, 1920, page 149.

Matthew S. Dwyer Dead

Matthew S. Dwyer, since 1906, general manager of the Providence, R. I., Tribune, died at his desk on May 10 at the age of sixty-four. Previous to his association with the Tribune, Mr. Dwyer had been with the Providence Journal for thirty-two years.

T. H. Preston Heads Canadian Newspaper Association

H. PRESTON, Brantford 1 · Expositor, was elected president at the annual meeting of the Canadian Daily Newspaper Association at Toronto, succeeding F. J. Burd, Vancouver Province. Other officers elected were: John M. Imrie, Edmonton Journal, as vice-president; N. T. Bowman, Toronto Telegram, as treasurer; and the following directors: W. H. Dennis, Halifax Herald; V. E. Morrill, Sherbrooke Record; B. C. Nichols, Victoria Times; E. S. Archibald, Montreal Star; H. B. Muir, London Advertiser; E. W. McCready, St. John Telegram; L. J. Tarte, Montreal La Patrie; Henri Gagnon, Quebec Le Soleil; J. E. Atkinson, Toronto Star: P. D. Ross, Ottawa Journal; W. J. Taylor, Woodstock Sentinel-Review; E. H. Macklin, Winnipeg Free-Press; J. H. Woods, Calgary Herald; G. E. Scroggie, Toronto Mail and Empire, and Burford Hooke, Regina Leader.

TECHNICAL MATTERS DISCUSSED

Matters, principally of a technical nature, were taken up at the meeting. The relations of publishers and agencies was discussed but no decisions made. One subject brought up dealt with the publishing of advance readers for theatres and motion picture houses.

Don C. Seitz, New York Evening World, in an address before the association, advocated reduction of free publicity to a minimum, not only to theatres but all professional sports. Free space, said Mr. Seitz, contributed largely to the building of the automobile industry, and the space given to the trivial actions of film stars and motion picture magnates was a reproach to journalism. He suggested cutting reports of baseball matches to the score, and giving the space to amateur sports.

The next annual meeting will be held at Vancouver, B. C.

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Seventeen Reasons Why Public Utilities Should Advertise

Answers to Objections Public Utility Companies Raise to Advertising

By W. P. Strandborg

President, Public Utilities Advertising Association

THE executives of a great many public utility companies have not been "sold" on the idea of the value of advertising. There is an underlying reason for this condition. Their training, experience and habitual viewpoint have not brought advertising clearly above their horizon.

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If they have glimpsed the meaning of advertising at all, it has generally been that it deals with intangibles, to a greater or less degree—and intangibles are something that technical engineers, lawyers and unimaginative operatives and managers have had little sympathy with or understanding of.

But, once these executives have been "shown" what advertising has done and can do when given an honest and thorough test, a great majority of them give it the recognition its importance deserves.

The writer has come in contact with many such cases, and that is why he has set down a few of the reasons why public utilities should advertise.

Public utilities should advertise because:

(1) They have a \$17,000,000,000 investment to protect.

(2) This gigantic investment is subject to attack and harassment by all sorts of regulatory and legislative bodies to a greater extent than any large and legitimate business in the country.

(3) They do \$3,000,000,000 worth of business a year and intelligent advertising will stimulate it to greater growth.

(4) They are far in the rear of every other modern business in the field of advertising.

(5) They need the greater good-will of their 33,000,000 customers.

(6) Their business comes into more intimate daily contact with more people than any other line of business in the world.

(7) Their business, which is so essential to the comfort and wellbeing of the people, is highly technical and the public does not understand it.

(8) Their problems are the problems of the people and they need their sympathetic understanding and support.

(9) The people will be fair when they do understand all the facts, and systematic advertising is the most effective way to tell their story and give the people the facts.

(10) Their exclusive business is salesmanship, in its broadest application, and every form of salesmanship needs the fifty-fifty push and punch of advertising.

(11) The selling of public service—essential and indispensable public service, if you please—is known, by experience and test, to respond as rapidly and in as great a measure to judicious advertising as the selling of any legitimate merchandisable commodity.

(12) Many public utility companies sell securities just exactly as investment houses do, and where would investment houses be if they didn't advertise?

(13) Many companies sell merchandise exactly as department stores and specialty shops do—institutions whose advertising appropriations average from 2 to 7 or more per cent of their gross each year.

(14) Public utility commissions in many States have recognized advertising as a legitimate operating expense, both in the creation of good-will and in business building, thereby nullifying the somewhat widespread popular criticism that advertising by public utilities

But Suppose Paris Had Been a Woman!

BEING a man, Paris awarded the golden apple to Venus,—of course. Juno and Minerva didn't really stand a look-in.

But supposing Paris had been a woman! What influences would have weighed, then, in the choice?

Take the matter of the recent choice of 12 greatest women by the National League of Women Voters, for instance.

"Contemporary women," says The New York Tribune, in commenting on the selection, "are doing more kinds of the world's work and better work than ever before in the history of the world. They are launched upon a thousand new voyages and the future lies open before them. There is greatness in the venture."

One of the important names on the list is that of Martha Van Rensselaer, whose part a coolike
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in the editing of The Delineator has been a conspicuous one. Miss Van Rensselaer, like the other 11 famous women, is representative of a type, one that is bearing a constantly increasing responsibility in moulding the history of the American people.

This recognition of the part that women are playing in present-day social and political development is a source of particular pride to the editors of The Delineator.

The Delineator has lent its energies wholeheartedly to this social awakening of American womanhood,—is, in fact, a standard bearer in the cause.

Here is one more evidence that the Delineator is in tune with the interests of women who count.

The DELINEATOR

THE BUTTERICK PUBLISHING COMPANY NEW YORK

is an unnecessary extravagance. (15) A public utility that advertises consistently finds it easier to finance its requirements than one which does not advertise. Bankers generally look upon a good advertiser as a good borrower, and prospective borrowers are frequently asked: "What is your ad-

vertising appropriation?"

(16) Experience shows public utilities which have adopted definite advertising programs on a budget basis have never abandoned this policy, but, on the other hand, have shown a tendency to expand their advertising appropriations, year by year.

(17) Advertising, properly used, will increase the turnover for utilities just as it does in other lines of business.

This list of "becauses" is by no means complete. It could probably be elaborated to twice the number given, and even among some of those set down there is some overlapping; yet the main thought in mind is to show public utility companies that they have an abundant reason for giving advertising a fair trial and little if any reason for not doing so.

When you consider in its widest relations, a mighty industry with a combined capitalization of over seventeen billions of dollars, with a yearly gross business exceeding three billions of dollars, dealing in intimate daily contract relations with an aggregate of over 33,000,-000 customers-not counting the fifteen billions of car riders every year who are dependent upon modern urban electric railways for their transportation facilities, the importance of advertising to this industry need not be further emphasized.

Based on a 2 per cent minimum of annual gross business the four major utilities, electric railways, gas companies, light and power companies and telephone companies, should be spending about \$60,000,000, instead of \$7,500,000. Instead of the 2 per cent minimum, the utilities are trailing along with an average of approximately one-fourth of one per cent. Five years ago the amount was

probably less than half what it is now.

REASON FOR THIS ATTITUDE READILY FOUND

Looking into the historical development of the utility industry, the cause of this lack of understanding and appreciation of the value of modern advertising is found very near the surface. Most of the utility companies have passed through identically the same eras of development and in identically the same order. each of these eras, a different factor has, generally speaking, been in control, or dominant in the activities of the undertaking:

(1) Financing. (2) Legislative. (3) Engineering. (4) Operating.

In the first place, the financing of public utility enterprises, in the old days, was done entirely behind closed doors, and under the direction of "hard-boiled" bankers who didn't understand what you meant when you spoke of advertising, and whose chief concern was to see that the undertaking was developed along lines that would assure the investors a safe and profitable return on their money. In those days, bankers didn't advertise their own business, so why should they tell the public anything about how or why they were floating public utility ventures? It was none of the public's darn business. All the public was supposed to do was to furnish the revenues out of which the stockholders were to get their bit.

Then came the legal phase of public utility development. The lawyers had to be called in and see that the proper franchises were secured - grants clothed in involved, ornate but highly-significant language from the standpoint of the financiers and the lawyers, but generally meaningless to the rank and file of the public, most of whom were given to understand that the lawyers and bankers were doing the people a favor in accepting the franchises

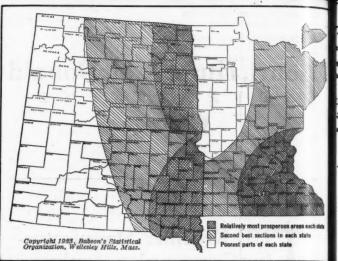
May 17, 1

Henri, Hurst & McDonald ADVERTISING Chicago



THE Kroehler Manufacturing Company is not only the largest davenport bed maker in this country, but also one of the three largest concerns in the entire furniture industry.

For many years we have had the honor of serving this company in an advertising capacity.



Northwest Business Conditions Forecast, Summer and Fall Business, 1923.

These Maps Show

ALL of us want to know where business is going to be good during the coming Summer and Fall months.

According to Roger Babson, business will be best in Minnesota, North Dakota, and South Dakota in those portions shaded darkest in the map above. Second best areas are shaded more lightly, and the poorest parts of each state are left white.

In studying this map it should be understood that the same kind of shading in different states does not necessarily indicate that business will be equally good.

For example, conditions in the poorest part of Minnesota are practically the same as in the best section of North Dakota.

Also, distributors report sales in Southwestern Minnesota and Southeastern South Dakota practically equal.

Your own records should verify the accuracy of this chart and tell you that, as usual, business will be best where dairy cows are producing cash regularly, in the form of cream checks every month.

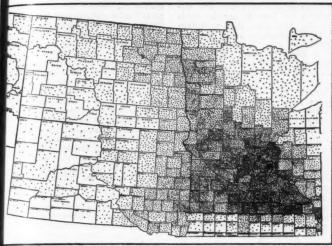
regularly, in the form of cream checks every month.

Successful dairying demands the highest type of men. Dairy farmers are super-farmers and have brought agriculture to its highest development.

They are your best prospects for they are not "flush" one year and "flat" the next. Dairy farmers are engaged in a permanent business which produces a steady monthly cash income.

Dairy Farmers are diversified farmers, and because they return to the soil the greatest amount of fertility, are able to produce more grain, corn, alfalfa and other crops than can ordinary farmers. Hogs and poultry pay them best because they thrive on skimmilk and buttermilk—the by-products of dairying.





Distribution of THE FARMER'S Circulation in the Northwest.

Your Opportunity

By actual count, three out of four Minnesota dairy farmers and the cream of Dakota farmers subscribe to The Farmer.

Cream of Dakota farmers subscribe to the Faranas.

Compare the distribution of The Faranas, circulation, as shown on the map above, with the Babson Business Outlook Map, on the preceding page, and you will see that The Faranas's subscribers are most numerous where business opportunities are brightest. This is the natural result of consistent circulation development in which every subscriber is called upon personally at his own farm and pays the full subscriber is called upon

subscription price.

Ask our neares



Try this on your dictaphone.

Ask our nearest office to show you "brass asks" facts and figures which demonstrate that THE FABMER is subscribed to and paid for individually by more farmers in Minnesota and the Dakotas than any Two other Northwestern farm papers. You can reach them through THE FABMER at a much lower cost per line per thousand. The Northwest's Leading Farm Paper is also the Most Economical.

THE CARMER

The Northwest's Only Weekly Farm Paper WEBB PUBLISHING COMPANY Publishers St. Paul, Minn.

Eastern Representatives:
Wallace C. Richardson, Inc.
95 Madison Avenue
NEW YORK CITY



Western Representatives:
Standard Farm Papers, Inc.
1109 Transportation Bldg.
CHICAGO, ILLINOIS

Member Audit Bureau of Circulations.

at any price or on any terms. It being unethical for lawyers to advertise in their own profession, it, of course and obviously, was unethical for them to lay the cards on the table when they were taking the franchises away from the public.

It certainly wasn't up to the eminent counsel to take the public into his or their confidence, for weren't they working for the bankers for a fee, and weren't they there to protect the stock-holder through all the years to

come?

Now enters the engineering fraternity, the builders, the construction forces-the men of sextants, compasses, logarithms, blue prints, designers of equipment, etc., and so on. They dealt with curves, grades, steel rails, pole lines, conduits, tools, materials, and algebraic formulae-not with human equations or the general public interest. An engineer, in those days, couldn't grasp advertising because he couldn't put the calipers on it, and so far as "consumer demand" "consumer or preference" concerned were "What are those things, anyway? -Get off our right-of-way!"

By and by, the engineers and builders turned the completed physical property and equipment over to the operating department, and the general manager, or the operating vice-presidents, mounted the saddle. He had two things to do. He had to make that property pay-pay the stockholders, and he had to get that pay out of the public; which, at various times and on various properties, has been quite some job for even the most accomplished operating genius. The average operating official could not see where the public could have any particular interest in his affairs except to "ride the trolley," "burn the gas," "consume electricity" and "talk on the telephone." Advertising, as we understand it now at least, did not enter into his calculations.

Some time prior to the advent of the operating era, if we are to maintain the proper historical sequence in the development of the public utilities, there appeared another group of engineers—specialists they were—sort of detached gentlemen, known as "rate experts," who collaborated with the bankers and the lawyers in determining exactly what the public should pay for the services to be rendered.

It took the operating fraternity in the electric railway business a long time to realize that they had free advertising space of untold value right inside their own cars, and for years this space was used for nothing but indifferent notices and announcement of changes in schedules and rules and regulations laid down for the conduct of the passenger on the car, etc. That shows how little was known of the value of advertising in those days.

Remarkable as it may seem, it is doubtful if any of the public utilities would have been doing much real systematic advertising, yet if the "urge" hadn't come from the outside and been literally forced upon the utilities as a measure of self-defense and sometimes as an out-and-out life-saver.

In time, the political and financial power of the "big business" interests behind the larger utilities became so strong, and so much regard was shown for the welfare of the stockholders and so little concern for the well-being of the public, that the "worm turned," that is, the public just naturally got tired of doing nothing but dropping loose change in the fare boxes two or four times a day, or paying gas, light and phone bills every month—they were paying the fiddler, and they wanted to enjoy the dance, too.

The press or "praise" agent was the next development, and he sometimes used advertising as a "jimmy" to pry his way into the unsullied news columns with his honeyed propaganda.

Of course, a certain amount of straight, legitimate "business building" advertising did creep into the industry in the course of time, but, taken on the whole, it didn't amount to much.

It was the public clamor, its

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constantly accumulating ill-will and hostility developed largely through the relentless and grasping aggressions of the industry together with inadequate service facilities, the increasing difficulty to obtain valuable grants, rights and franchises, the increased cost of operation, development of the public ownership idea, and, in the electric railway field, the private automobile and jitney competition -and, in all of the major utilities, the very much greater difficulty in financing capital requirements, the growth of regulation and adverse legislation-all these, almost every one of them outside influences, compelled the public utilities to analyze the whole situation and seek a remedy.

Inasmuch as it was entirely obvious that it was the public itself that has started their constantly accumulating horde troubles, the remedy must be sought by dealing in some direct way with the source of trouble.

ADVERTISING MEETS THE ISSUE

So it gradually began to dawn on the minds of these gentlemen, under pressure and light from the outside, that advertising was the easiest, least expensive and most effective way of reaching the people anywhere and at any time. Advertising began to be used to help secure desired franchises, to secure badly needed increases in revenues, to dispose of jitney competition, to sell securities, to build up trolley riding, to increase gas, light and telephone usage and in the general field of merchandising as well.

And, without any notable exceptions, the utility companies which did advertise systematically, weathered the stress and storm of the war and the high cost era in much better shape than those companies which did not. Indeed, it was the war that "sold" advertising to many a utility executive, and it is its economic value that is selling him the idea stronger and stronger every day and rallying more executives to the cause of this great business and good-will building force as time goes on.

Industry, Like Baseball, Scouts for Good Men on the "Outside"

Снісло, Мау 7, 1923.

Editor of PRINTERS' INK:

While I am not able to boast more than ten years' acquaintance with PRINTERS' INK, I know its long established policy of presenting all sides of a subject, and I am going to take issue with some of the statements contained in your reply to Mr. Davidson's request for information on "Promoting Men for Executive Jobs," in PRINTERS' INK of May 3. While I am not able to boast more

Ink of May 3.

It is not to be denied that industry is building morale by filling important positions from the inside. But it is also overlooking some good bets if it refuses to deviate from such a hard and fast rule as some of the leaders are said to have made.

asid to have made.

There is evidence on every hand, too, of exceptions to the "all good jobs filled from the inside" policy. If this were not so it would behove many men to leave off where they are and immediately seek employment as bill of lading clerks, or box factory or office boys. What else does industry hold out for a man who is stymied in an executive job that he has outgrown? I know a college trained man of almost thirty-five, whose first job was secretary to the president of one of the biggest concerns in its line. This gave him a training in all phases of executive work. He was drafted by the sales department for an emergency, enjoyed the

He was drafted by the sales department for an emergency, enjoyed the new work, and made his way in a few years from salesman to assistant sales manager of a national dealer organization. Then came an opportunity to sign up with the leaders in another line. His job is now district manager with control of four branch offices, in which capacity he hires, trains, and supervises the efforts of men selling a highly specialized equipment directly to the user. There is no chance for him to

specialized equipment directly to the user. There is no chance for him to budge beyond this job, because his concern is a close corporation, and the men who own the business occupy all of the executive positions above him. Henry L. Doherty, Col. Procter, Thomas E. Wilson et al, undoubtedly owe much of their success to the loyalty of their men who know that when

owe much of their success to the toyang of their men who know that when there is an opening they will be given the first chance. However, these days every executive should be on the look-out for brains like these that have been developed in other organizations, in the same way that John McGraw is con-

developed in other organizations, in the same way that John McGraw is continually scouting for embryo Giants. Wilson & Co., according to all reports, signed up as many Morris executives as they could get at the time of the recent Armour-Morris merger, and one wonders whether this had an undesirable effect on the Wilson organization. On the worth-while part of it—so. Every Wilson man's job is better today, whether he be office boy or department head, because Mr. Wilson went "outside."

FROM A TEN YEAR READER.

THE BILLION DOLLAR MARKET

Advertising Never Had a Greater Mission or Opportunity

The 1923 program of American Railroads for the first months of 1923 reads:

"The railroads are raising this enormous amount (\$1,100,000,000) of additional capital largely through borrowed money on the abiding faith in the fairness of the American people, and reliance on the continuance of the policy announced in the Transportation Act, 1920, as a measure of reasonable protection to investment in railroad property."

One billion one hundred million dollars already authorized to be spent in 1923 for supplies and equipment of all kinds.

SUCH an unprecedented appropriation by one industry is literally a call—a challenge—a demand—surely an

incentive to manufacturers, groups, and industries to tell—"Who makes the materials, furnishings, equipment, machinery and supplies" that will cost a billion or more. In the search for fields where advertising can give an indisputably resultful service, why leave untouched the greatest of all industries—the railroads? They are buyers of great volume, and of greater variety. There is hardly a product that is not applicable.

It is a local-national-international market that knows too little of advertised merchandise.

It is big business that can be easily approached after a thorough understanding of its needs and practices. We are anxious to give to

We are anxious to give to manufacturers or agencies a specific, studied, and analytical statement of actual and potential possibilities for their product in the railroad market. It will please us to do this for you.

SIMMONS-BOARDMAN PUBLISHING CO. 30 Church Street, N. Y.



1023



Not Only the "Biggest" Ship

THERE is a world of promise embodied in this reconstructed, Americanized monarch of the seas. It is the vanguard of marine advertising probabilities.

The Leviathan represents an \$8,000,000 job for American men and materials. Sales possibilities in \$123,891,545 for construction, reconstruction and equipment have been reported to its advertisers by Marine Engineering and Shipping Age, thus far in 1923. Rather a Leviathan-like business to advertise to.

We would like the responsibility of first giving details of the available marine market; then satisfying you that Marine Engineering and Shipping Age circulates thoroughly among the specifiers, authorizers and purchasers of marine construction materials, tools, machinery and equipment. Then we would like to cooperate with you in attracting the attention of these buyers.

What have you that should be on marine requisitions?

SIMMONS-BOARDMAN PUBLISHING Co.

30 CHURCH STREET

NEW YORK, N. Y.



DEPENDAB

Calender Stacks— Fourdrinier Machine

The human element is exceedingly important in paper making—and he Allied Mills are fortunate in being located in a city of born paper makers. (The Kalamazoo Valley, which manufactures a large part of the world's paper supply, has always been a paper center.) From these paper makersthe Allied Mills have gathered 1500 highly trained men to produce papers af the finest quality.



st What Will Be the Printed Effect?

THROUGH the use of Allied Dependable Offset, effects of rare beauty are often obtained where less careful selection of stock would have meant mediocre reproductions.

Delicate gleams and glints of light develop where garish streaks appeared before; a soft lustre supplants a hardened glare — and the whole effect becomes fascinating through its naturalness.

Leading Offset printers hold this paper in high regard. And every day more and more letter-press printers use it for flat color work on booklet covers and black and white inside pages—the results being unusually effective. The reason lies in the beautiful, soft-textured surface of this paper which is so pleasing to the eye.

Kingkote is an exceptional offset for use where price is not the main consideration. Liberty and Special are less expensive grades—both possessing fine value. Liberty is furnished either in White or India. We will gladly send samples on request.

ALLIED PAPER MILLS, Kalamazoo, Michigan

In writing for samples please address Desk 5, Office 3 New York Warehouse: 471-473 Eleventh Avenue



BARDEEN DIVISION

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When Low Price Is a Handicap

Newspaper Copy of Baltimore Cigar Makers Is Endeavoring to Put the Nickel Cigar on a Self-Respecting Basis

By James True

WHILE a large part of all advertising attempts to justify the prices asked, there is no doubt that a very low price is frequently its own handicap. This is more marked during periods of prosperity, and during the post-war good times innumerable instances were reported of goods that wouldn't sell at a moderate price, which moved readily when the price was advanced.

During those times, five cents as a price for cigars disappeared almost entirely. When approaching normal conditions and deflation brought the cost of labor and tobacco back to a point which justified the price again, manufacturers found it was necessary practically to reintroduce the five-cent cigar, and that the condition of the market had assumed several unusual phases.

How Bayuk Brothers overcame the peculiar conditions and reestablished the demand, as far as their cigars were concerned, was told in an article, "Advertising the Return of the Five-Cent Cigar, in Printers' INK for August 17, last year. This campaign was early, and its timeliness was undoubtedly one reason for its sucwhen Wertheimer but Brothers, of Baltimore, were able to increase the production of El Werth Cigars sufficiently to justify advertising, the return of the five-cent cigar was no longer a novelty. To secure the basis of a fresh and convincing appeal, the company made an investigation and found that the price itself was the most serious detriment in the merchandising of any five-cent cigar. Hence the motive of their campaign is to place the nickel on a self-respecting basis, as far as the purchase of El Werth cigars is concerned.

The company used its own salesmen and a corps of investigators to determine the retail

store conditions governing sales, and the purchasing habits of fivecent eigar smokers in Baltimore. They found that dealers, as a class, had slight preference as to brands. Dealers claimed that they could sell practically any five-cent cigar, as at least a dozen brands were well enough known to consumers to gain acceptance. other words, dealers found it an easy matter to substitute when a specific brand was called for, and there was a strong tendency among them to push the goods that bore the greatest retail profit.

THE REACTIONS OF FIVE-CENT CIGAR DEVOTEES

Among consumers, it was found that very few had any fixed buying habits. The average smoker, in making a purchase, merely said "Gimme a good five-cent cigar. And he was apparently satisfied with anything the dealer gave him. Many others mentioned four or five different brands that were acceptable to them. Among several hundred questioned, not one man who admitted that he was a five-cent cigar smoker said that he would walk out of a store which did not have the brand he asked for, or if substitution were attempted.

So much for the regular smokers of five-cent cigars. They seemed to promise results for advertising that would convince them that they could get more pleasure from their smoking if they would call for El Werth cigars. But they were fickle; the selection of a cigar was a trivial incident to them. and they were typical of the national class which consumes 35 per cent of the cigar production of the country.

However, the investigation disclosed another class which seemed to promise more profitable returns. A number of the most in-

May 17

telligent dealers and their salesmen reported a fairly large number of men who were occasional smokers of two for fifteen cents and three for a quarter cigars, who evidently would smoke many more if they could find a good one at five cents, despite the fact

Well done!

Trustworthy long filler is too good to go into a mickel cigar—they say. We think different—our El Worth must be fashioned of long filler. It must be expertly wrapped in real imported Sumatra. Then it comes up to our opinion of a "good smoke." Some day try it. We want to hear that "well done!" from your own lipe.

Most of the blobbing, Right Portion Sirver Insulary of the settlement Insulary of the settlement Insulary of the settlement Insulary cigar.

SOUND TO SERVICE TO SERVICE THE SERVICE TH

NEWSPAPER COPY THAT ENDEAVORS TO ESTABLISH THE NICKEL AS A WORTHY PURCHASING PRICE FOR A CIGAR

that most of them seemed ashamed to ask for the cheaper article.

The investigation among this class was difficult and more or less casual; but it showed that a great many men thought that a gentleman would not smoke a five-cent cigar, that anybody could tell a cheap cigar by its appearance and its smell, and that it was impossible to buy a cigar worth smoking for a nickel. A large percentage of them confessed that they sometimes tried a five-cent cigar, but that they always felt self-conscious while smoking it.

and a menace to the comfort of those nearby.

Primarily, it was to win this class of smokers that the campaign on El Werth cigars was launched the early part of January, to run twice a week, in two Baltimore newspapers. The advertisements vary from 200 to 700 lines, and practically all of the texts are devoted to lending importance and dignity and pride to the purchasing power of the nickel.

Of course, the first class of smokers mentioned is not neglected; every advertisement carries an appeal which is intended to change "Gimme a five-cent cigar" into "I'll take the El Werth"; but the entire campaign is built around a main idea of value, of which the following expressions from the texts are typical:

El Werth is the biggest nickel's worth in a cigar that we know of. An absent-minded man might even imagine he was smoking a ten-cent one. But even the conscious 'mickel' smoker will immediately realize that here is a good and good-sized imported Sumatra wrapper, long filler cigar, at a price that will enable a man to fill up his coat pocket instead of stingily buying a cigar at a time.

For a long time, when you bought a nickel cigar, you felt economical and virtuous, but martyred. It wasn't much of a cigar, it seemed to have "five conts" written all quer it, the very smoke wreaths spelled "nickel" to your self-conscious eye.

"Them days is gone forever." The shadow of the nickel need no longer dog your footsteps. For now El Werth has appeared, with its long filler, imported Sumatra wrapper and robust size. It's a champagne cigar for a beer pocketbook.

In every advertisement of the series appears the phrase, "Gives the nickel credit for more 'cents'," and all are illustrated with the cigar and a small eartoon. Since the campaign started 100 pieces of copy have been prepared or mapped out, and the advertising is planned to run indefinitely in Baltimore and probably soon in other cities.

"Results of the campaign are entirely satisfactory," the company reports, "We did not expect, nor do we want, a sudden and large increase in demand for El Werth.

per

JANESVILLE-

For Try-Out Campaigns

Janesville is ideally situated for try-out campaigns because it is just the right size in point of population and territory, because of its wellbalanced diversity of industry and agriculture, because of the buying power of its population.

Coupled closely with this ideal layout is the Gazette's Merchandising Service Department which works very carefully and intelligently with advertisers and agencies on securing complete data, keeping close check on the campaign and sale, in other words, giving full 100% co-operation to check the try-out.

Several national advertisers have availed themselves of the possibilities of try-out in this market, and have expressed themselves as being highly pleased with their result.

Have you a campaign in the making that you would like to try out and prove before using it elsewhere? Try Janesville. Complete information sent upon request without obligation.

THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

M. C. WATSON, Eastern Rep., 286 Fifth Ave., New York City

"An Unusual Newspaper"-Member of Wisconsin Daily League THE ALLEN-KLAPP CO., Western Rep., 1336 Peoples Gas Bldg., Chicago

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^{*}Chevrolet Motor Car Company, local plant, will reach production of 350 cars per day in June.

May I

The history of cigar advertising shows that the quickly won popularity of a five-cent cigar is in-variably short lived. We started out to establish the nickel as a worthy purchase price for a worthy product, and we expect the quality of the cigar to hold the demand the advertising creates.

"When the campaign started our distribution in Baltimore was fair, and an analysis of our increase shows plainly that we are influencing the purchases of both classes of our consumer prospects. The volume of business on El Werth has grown sufficiently to make the advertising very profit-

V. Vivaudou, Inc., Reports Profits

V. Vivaudou Inc., New York, manufacturer of "Mavis," "La Boheme," "Mai d'or," "Arly," "Maiden France," "Pour La France," toilet preparations, perfumes, and powders, and selling agents for "Mineralava" facial clay, reports gross sales for the year 1922 of \$4,602,303 and a net profit of \$592,-947 after interest and depreciation but before taxes. Good-will and trademarks are carried on the books at a valuation of \$6,772,975.

W. W. Teskey Joins Wallerstein-Sharton

W. Warren Teskey has been appointed space buyer of the Wallerstein-Sharton Company, Inc. New York advertising agency, succeeding William F. O'Brien. Mr. Teskey formerly had been with the D'Arcy Advertising Company St. Louis and more recently he was with The Hill-Winsten Company, Inc., New York advertising agency. agency.

Portland, Ore., "Telegram" Appointments

The Portland, Ore., Telegram has appointed the E. Katz Special Advertising Agency, publishers' representative, as its advertising representative in the territory west of Denver. George Botsford has been appointed to organize and manage a merchandising and service department for the Telegram.

gram.

C. H. Moore has joined the advertis-ing sales staff of Practical Electrics, New York. His territory will include New York City and nearby Eastern

A Better Business Commission Advertises to the Public

Advertises to the Public
A series of advertisements is being run
by the Better Business Commission of
Toledo, for the purpose of warning the
public against the advertising of "bluesky" securities. The following example
is typical of the style and wording.
"Think! Business leaders recognize
the present as a time of promise. They
preach Cossions. Their advice is to resist temptations to heed high pressure
talk; to seek sure profits and not to
speculate; move surely, rather than
swiftly; be vigilant, and 'Investigate
Before You Invest.'" The copy is
signed by the Commission.

A Laundry Advertises "Curtain Month"

Springtime has long been called "House Cleaning Time," but it remained for the Electric Sanitary Laundry Company, Cleveland, to designate April 16 to May 16 as "Curtain Month." "Here," to May 16 as "Curtain Month." "Here," reads its newspaper copy, "and throughout the country, this is Curtain Month-time for brightening up the home hangings after winter's long siege." After that introduction the copy finds the transition easy to "our special service," "our method of drying," and "our method of charging by the square yard."

V. C. Hall Joins "Scientific American"

V. C. Hall has been appointed assistant Western manager at Chicago ot the Scientific American, New York. Mr. Hall was formerly Western representative of the W. R. C. Smith Publishing Company, Atlanta, Ga., and more recently Chicago representative of The Richardson Company, roofing, Lockland. O. land, O.

To Represent Automobile Blue Books, Inc.

Raymond Shaw has been appointed general advertising representative for Automobile Blue Books, Inc., with headquarters at Chicago. He was formerly with Child Life and Oil News in Chicago.

Three Dailies Appoint Lewis V. Hohl

Lewis V. Hohl, publishers' representa-Lewis v. Hoal, publishers' representa-tive, Chicago, has been appointed to represent the Walla Walla. Wash, Times, the Chippewa Falls, Wis., Chip-pena Herald, and the Manitowoc, Wis., Times.

R. E. Murphy with New Orleans "Item"

Robert E. Murphy, for the last five years with the advertising department of the Birmingham, Ala, News, has joined the New Orleans Item as head of its copy and promotion department.

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House Furnishing Accounts

Building Materials Accounts





Drug and Joilet Preparations Accounts Jextile and Wearing Apparel Accounts

GOOD HOUSEKEEPING

No. 3 of a series

Leadership

During 1922, Good Housekeeping published more household equipment accounts than any of the five other leading monthly magazines in the general woman's field.

In fact, Good Housekeeping published twice as many accounts in this field as its nearest competitor.

And for the same period, Good Housekeeping leads in total accounts carried. The meaning of such a record is irresistible.

GOOD HOUSEKEEPING

The Relation of Consumers' Buying Habits to Marketing Methods

Maximum Results Come When Retail and Wholesale Distribution and the Advertising Program Are Adjusted in Accordance with the Analysis of Consumers' Buying Habits

By Melvin T. Copeland

Professor of Marketing, Harvard Graduate School of Business Administration

FROM the standpoint of consumers' buying habits, merchandise sold in retail stores can be divided roughly into three classes: (1) convenience goods; (2) shopping goods; (3) specialty goods. Using this classification, one of the initial steps in laying out a sales or advertising plan is to determine whether the article to be sold will be purchased by consumers ordinarily with shopping or without shopping, at points of immediate convenience or in central trading districts, with insistence on an individual brand, with merely brand preference, or with indifference to brand.

This preliminary analysis facilitates the determination of the kind of store through which the market for the specific product should be sought, the density of distribution required, the methods of wholesale distribution to be preferred, the relations to be established with dealers, and, in general, the sales burden which the advertising must carry.

CONVENIENCE GOODS AND HOW THEY ARE SOLD

Convenience goods are those customarily purchased at easily accessible stores; examples are canned soup, tobacco products, electric light bulbs, safety razor blades, shoe polish, laundry soap, crackers, popular magazines, confectionery, and tooth paste. The consumer is familiar with these articles; and as soon as he recognizes the want, the demand usually becomes clearly defined in his mind. Furthermore, he usually desires the prompt satisfaction of the want. The unit price for

most articles in this class is too small to justify the consumer's going far out of his way or incurring the expense of a street-car fare in order to procure a special brand. It is for such reasons as these that a product subject to this type of demand gains a large sales advantage when it is purveyed in numerous stores located at points easily accessible to consumers.

The consumer is in the habit of purchasing convenience goods stores located conveniently near his residence, near his place of employment, at a point that can be visited easily on the road to and from his place of employment, or on a route traveled regularly for purposes other than buying trips. In sparsely settled districts, to be sure, the distance a consumer must travel to reach a store carrying convenience goods necessarily is greater than in densely populated districts, but fundamentally the buying habits are the same in all districts. Convenience goods, moreover, are purchased at frequent intervals by the average consumer, and these "repeat" purchases enable the stores handling such wares to secure adequate patronage with reasonably small investments in stocks of merchandise.

Typical retail establishments carrying convenience goods are grocery stores, drug stores, and hardware stores. A majority of these stores are unit stores,* but it is in the trade in convenience goods that chain-store systems have shown the greatest develop-

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^{*}A unit store is a store without an elaborate departmental organization, owned and managed as an independent unit for the sale of goods through personal salesmanship.

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ment. One of the essential characteristics of chain-store systems is the combination of the advantages of large-scale operation with those of small-scale selling by locating branches at points which can be reached easily by consumers for the purchase of convenience goods. The few chains of specialty stores, which, for reasons to be indicated later, operate on the principle of one store in a town, constitute an ex-

Because of the desire of consumers to purchase this type of merchandise at easily accessible stores, the manufacturer of a convenience article must aim to secure distribution of his product through a large number of stores in each territory. Many of the retail outlets commonly utilized for this purpose at the present time are small unit stores; consequently, to obtain this widespread distribution it is customary for most convenience goods to be sold through wholesalers. Whenever a manufacturer of a prodnct in this category elects to sell directly to unit stores, he must develop a large sales organization and arrange for his salesmen to visit the retailers at frequent intervals.

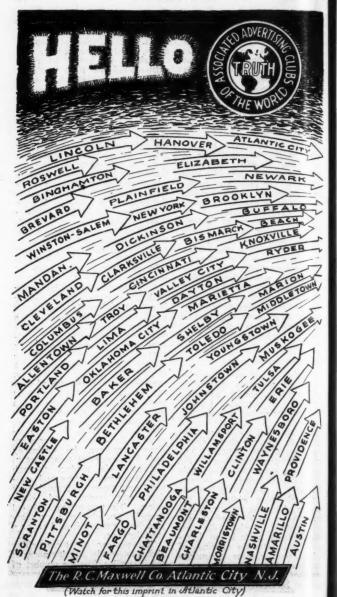
SHOPPING GOODS

Shopping goods are those for which the consumer desires to compare prices, quality, and style at the time of purchase. Usually the consumer wishes to make this comparison in several stores. Typical shopping goods are gingham cloth, women's gloves, chinaware, and novelty articles. typical shopping institution is the department store. Shopping goods are purchased largely by women. Ordinarily a special trip is made to the shopping centre for the purpose of buying such merchan-As a rule, however, the specific store in which the purchase is to be made is not determined until after the offerings of at least two or three institutions have been inspected. The exact nature of the merchandise wanted may not be clearly defined in ad-

vance in the mind of the shopper; this is in contrast to the usual attitude in purchasing convenience goods. The purchase of shopping goods, furthermore, usually can be delayed for a time after the existence of the need has been recognized; the immediate satisfaction of the want is not so essential as in the case of most convenience goods. Because of the variety of merchandise which must be carried to satisfy the shopper and the relative infrequency of purchases of shopping articles by the average consumer, the store catering to the shopping trade must have a central location which attracts shoppers from a wide territory. In order to justify the expenses of operation in such a location, the volume of sales must be large. Conversely it follows that the type of store which handles convenience goods ordi-narily cannot carry a large enough variety and range of products to offer an attractive opportunity for shopping.

A store location suitable for trade in shopping goods usually is not adapted to the convenience goods trade; for the rental is high and the delivery interval inconvenient to consumers. It is seldom that a department store, for example, has found it possible to operate a grocery department at a The factors of location, profit. organization, and consumers' buying habits, which enable a department store to cater effectively to the shopping trade, handicap it in developing a business in convenience goods. When a manufac-turer is laying out his marketing plans, therefore, he ordinarily finds it inconsistent to attempt to distribute his product through both department stores and scattered unit stores or through both department stores and The type of store selected stores. depends upon whether it is a shopping line, a convenience line, or a specialty line.

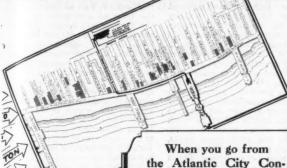
The number of stores selling shopping goods, furthermore, is much smaller than the number of convenience stores. The average size of the shopping store is large



May I7

17, 1923





Maxwell
Displays of
Pleasant Persistency

When you go from the Atlantic City Convention hall to look over the Maxwell shop, notice how many Maxwell signs you will see along the Boardwalk.

But observe how these signs never "kill" each other by too close proximity.



The R.C. Maxwell Co. Atlantic City N.J.

(Watch for this imprint in Atlantic City)

and its credit generally strong. This facilitates the marketing of shopping goods directly from manufacturer to retailer.

SPECIALTY GOODS

Specialty goods are those which have some particular attraction for the consumer, other than price, which induces him to put forth special effort to visit the store in which they are sold and to make the purchase without shopping. In purchasing specialty goods, the consumer determines in advance the nature of the goods to be bought and the store in which the purchase is to be made, provided a satisfactory selection of merchandise can be effected in that store. Whereas convenience goods are purchased at stores that are easily accessible, it ordinarily is necessary for the consumer to put forth special effort to reach the store selling specialty goods. As in the case of shopping goods, the actual purchase of a specialty article may be postponed for a time after the specific need has been felt by the consumer. Examples of specialty goods are men's clothing, men's shoes, highgrade furniture, vacuum cleaners, and phonographs. Specialty goods are purchased by both men and women, but men's purchases of specialty lines are a larger pro-portion of the total sales of such merchandise than in the case of shopping goods.

For specialty goods the manufacturer's brand, the retailer's brand, or the general reputation of the retail store for quality and service stands out prominently in the mind of the consumer. It is because of distinctive characteristics associated with the brand or the store that the consumer is prepared to rely upon the service, quality, and prices of merchandise offered by that store as generally being fair and to accept the merchandise without shopping. In numerous lines of specialty goods, such as men's shoes and clothing, the consumer prefers to deal with a store offering an at-tractive variety of styles and sizes from which to select. Purchases are made by each individual customer at infrequent intervals. Consequently, a specialty store generally is located at a point to which customers can be drawn from a wide area.

From the manufacturer's standpoint, a specialty line calls for se-lected distribution, in contrast to the general distribution essential for convenience goods. The dealers who are to handle the specialty line must be carefully selected on the basis of their ability to attract the class of customers to whom the product will appeal. Retailers must be chosen who can be relied upon to use aggressive selling methods in attracting customers to their stores. Frequently, exclusive agencies are granted to retailers for the distribution of specialty goods. An exclusive agency is seldom, if ever, justified for any line which is not a specialty line. It is only in the marketing of specialty goods, furthermore, that manufacturers have found it practical to operate retail branches.

Because of the part which each individual retail store handling the merchandise plays in the sale of the specialty goods, the care with which these stores must be selected, and the methods of co-operation which are essential between the manufacturer and the dealer, specialty goods are especially suited to distribution by direct sale from manufacturer to retailers. The manufacturer of specialty goods who works out his plan of distribution systematically on this basis also often finds it advisable, through his national or local advertising, to assume part of the burden of focusing the demand on individual stores.

In case of several commodities, the articles tend to fall into more than one of these three categories. Staple groceries, for example, are clearly convenience goods; fancy groceries, on the other hand, are specialty goods. In each city there are usually from one to three stores which have a high reputation for specialties in groceries. Although these stores sell staple groceries also, their patronage is secured primarily on the basis of the specialties that they carry.

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Ignorance as an asset

AN ADVERTISER once asked us—"What do you know about my business?"

"Nothing," we said.

He was surprised. "Every agency soliciting my account heretofore has come armed with 'surveys' and 'research work'; they know a lot more about the business than I do," he said.

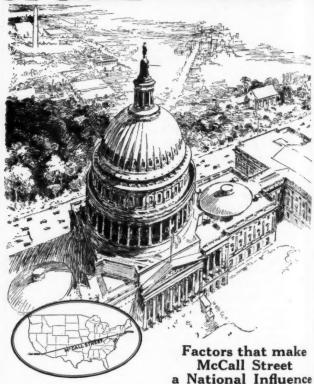
We said—"Our ignorance is one of the best things we have to offer you; we'll learn the business from you. That's our way of becoming educated buyers of your goods. We don't know your business, yet; but we know ours. We can talk to other buyers, after you've talked to us."

> The strange thing about it was that he saw the point almost instantly. We're handling his advertising today.

Williams & Cunnyngham

Whose business is the study and execution of good advertising

M°CALL STREET



Foods and Cooking Dr. E. V. McCollum Miss May V. Van Arsdale Mrs. Lilian M. Gunn Sarah Field Spiint

Infant and Child Care Dr. Charles Gilmore Kerley Mrs. Helen Johnson Keyes

Home-Building

Ernest Flagg Clarence Stein Aymar Embury II Grosvenor Atterbury Marola Moad

Interior Decorating Mrs. Ruby Ross Goodnow Gardening Service Mrs. Frances King

Personal Beauty Distinguished beauties of society and the stage such as Mrs. Oliver Harriman Elsie Ferguson

Heart of Woman Wilcox

Fashions

Great French Couturiers, Including Paul Poirst

Fiction and Articles by

Fiction and Article
Ethel M. Deil
Robert W. Chambers
Naibre Bartley
Samuel Merwin
Emerson Hough
Louis Joseph Vance
Booth Tarkington
Arthur Tria
P. G. Wodehouse
Ben Ames Williams
Arthur Somers Roche
Gene Stratton-Porter
Hondrik van Loon
Fannie Hurst
W. L. George
Kathleen Norris

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7, 1923

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a national influence



McCall's Magazine enters into the lives and habits of millions of Americans

McCALL'S Magazine reaches out to the remotest corners of the country, intertwining itself with the daily life of over 8,000,000 people.

These readers of McCall's live on a visioned street which stretches from Boston to San Diego — McCall Street, the world's most famous thoroughfare.

Everybody thinks of New York City as the largest collection of people in the world

-but McCall Street is larger. Everybody thinks of Wall Street as the richest street in the world-but McCall Street is richer.

Bigger than New York, richer than Wall Street—what a striking picture of the size and scope of the influence of McCall's Magazine!

THE McCALL COMPANY, 232-250 Chicago San Francisco It is not alone the great starauthors whose writings are appearing in McCall's that have been responsible for the swift growth of this magazine, but the authoritative advice and information which McCall's departments give upon subjects of vital importance in the life of every individual in the family.

Child-training, beauty culture, physical and mental development, foods and cooking, household management, care of babies, home decoration, house-building, and other major home-making problems are discussed in McCall's departments by the nation's greatest writers on these subjects.

Every issue of McCall's is an absorbing, well-balanced magazine in which millions of American women find many things both entertaining and instructive.

It is this swiftly growing volume of people who know McCall's and read it eagerly every month, that makes it such a powerful influence in the national life of America today.

West 37th Street, New York City Boston Atlanta Toronto

MAGAZINE

May 17

Because of the limited market for such specialties and the volume of business necessary to justify carrying such a stock, ordinarily only one or perhaps two or three stores in a city can obtain enough business on these goods to warrant taking on a line of fancy groceries; in the same city, anywhere from one hundred to several hundred grocery stores are carrying convenience goods.

In the shoe trade, medium- and high-priced shoes for both men and women are specialty goods. Women's shoes which feature style novelties border on the shopping classification. The common grades of work shoes, on the other hand, border on the classification of convenience goods. The manufacturer of women's novelty shoes, for example, can-not advisedly leave the shopping institutions out of consideration in planning his sales program. The manufacturer of cheap work shoes, however, ordinarily must place his product in a larger number of stores than would be required were he selling mediumgrade dress shoes for men,

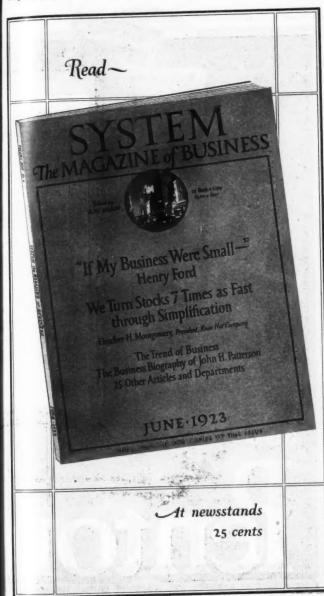
Although women's ready-towear suits generally are shopping goods, a few manufacturers recently have been developing standard trade-marked lines, which tend to fall into the class of specialties. Several retail stores also have developed specialty reputations for women's ready-towear. In view of the conditions in the women's ready-to-wear field and also in several other fields, the average department store now seems to be faced definitely with the question of whether its merchandising should be primarily on a shopping basis or whether at least some of its departments should be developed on a spe-cialty basis. The piece goods departments are likely to remain departments. Shoes, shopping men's clothing, women's ready-towear, furniture, silverware, and numerous other departments are being developed in several department stores as specialty departments, but generally without a conscious, well co-ordinated policy for a store as a whole. In

these specialty departments the emphasis is shifted from comparative prices and comparative styles to the special qualities and characteristics of the merchandise carried. In other department stores the merchandising is still almost entirely on a shopping basis, with the featuring of prices and bargains that are supposed to appeal to the shopper. In so far as department stores develop specialty departments, they will afford attractive outlets for mandistribution ufacturers whose otherwise would be through specialty stores.

RELATION OF BRANDS TO BUYING HABITS

Convenience, shopping, and specialty goods are sold both branded and unbranded. Because of the differences in the buying habits of consumers in purchasing these classes of goods, brands do not play the same part in the merchandising plans for all three classes, and the advertising problems of manufacturers are quite dissimilar for shopping, convenience and specialty merchandise.

A brand is a means of identifying the product of an individual manufacturer or the merchandise purveyed by an individual wholesaler or retailer. The real demand for any commodity is the quantity which consumers will buy at a specific price. If a product is unbranded, the volume of the demand ordinarily depends upon the quantity that consumers elect to buy, either entirely upon their own initiative or as a result of the sales efforts of the retailers by whom it is sold. When sugar was sold in bulk, for example, the demand depended upon the amount consumers wished to purchase or were induced to purchase by retailers who featured the article; sales were not directly stimulated by the sugar refiner. For an unbranded product, the individual manufacturer seldom can afford to assume the burden of stimulating demand which cannot be specifically directed to the product of his own factory. For such an unbranded product the manufac-



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Marine Review

ABRASIVE INDUST

DAILY METALTRADE

May 17,



iron, Steel, Metalwein Established 1883. Public Weekly.

THE FOUNDRY
Foundry practice in all phases. Established is Published Semi-Month.

DAILY METAL TRADE

Spot News of Iron, % and Metal Markets. Em lished 1909. Daily em Saturday.

MARINE REVIEW

An International Mai publication covering a building, transportal operating. Established in Published Monthly.

ABRASIVE

The only publication a voted exclusively to the of grinding. Establish 1920. Published Month

POWER BOATING

Devoted to pleasure a power work boats. Etti lished 1905. Publish Monthly.

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Penton on the masthead of a publication is a guarantee to the advertiser of editorial aggressiveness, high readerinterest and sound circulation-building methods.

The Penton Six—shown here—are good advertising mediums because they are worth reading every issue. You can't blanket any of the fields represented without them.

Sample copies and rates on request.

THE PENTON PUBLISHING CO. Cleveland, Ohio

Members: A. B. C. Members: A. B. P.

ublications

turer must rely chiefly upon his ability to produce cheaply, in order to be able to offer low prices, and he must pursue merely passive selling methods, or, at most, direct his sales efforts chiefly toward wholesale and retail merchants. If the product is branded, on the other hand, the manufacturer can undertake not only to direct the active demand to his particular product, but also to arouse latent demand by stimulating a larger number of consumers to want his product or by making previous consumers desire to use more of his product at a specific price. When the American Sugar Refining Company, in 1912, for example, began to put out sugar in packages bearing the company's trade-mark, the company not only was in a position where it could inform the consumer regarding the merits of that particular brand, but it also could practically undertake to induce consumers to use more sugar, as, for instance, in canning fruit.

With the development of the package trade, the tendency during recent years has been for an increasing proportion of con-venience goods to be branded. The increase in the sale of crackers in packages, for example, in contrast to the former bulk sales, has given greater significance to brands of crackers and has facilitated the use of aggressive sales methods by cracker manufacturers. Among shopping goods there has been some increase in the number of brands, but large quantities of merchandise in this class still are sold Specialty goods are unbranded. all branded, except in a few cases where retail stores have reputations which practically render it unnecessary for them to have brands placed on the merchandise which they sell.

When a manufacturer undertakes to focus the potential demand upon his product with brand identification, he must consider the attitude in which the consumer ordinarily approaches the purchase of such an article. The attitude of the consumer may be that of: (1) recognition, (2)

when a brand has any significance at all, it serves primarily as a cause for recognition. If the consumer's previous acquaintance with the brand has been favorable, or if the manufacturer's or dealer's advertising has made a favorable impression, other things being equal, the recognized brand will be selected from among other unrecognized brands or among unbranded merchandise. For some products—such as silk goods, ginghams, and women's suits-pattern, style and price are considered by the consumer, be-fore brand. When the selection narrows down to a choice between articles of this sort approximately equal in pattern, style and price. the recognition of a known brand sways the choice. The manufacturer of such goods, however, cannot hope ordinarily to secure many sales merely because of brand, if his product is higher in price or less popular in pattern and style than directly competing goods shown in other stores.

Consumer recognition—an acquaintance with the general standing of the brand—probably is the only attitude toward that brand which the manufacturer of a typical shopping line ordinarily can establish in the mind of the average purchaser by means of advertising and sales efforts. If the product has some special feature, as, for example, cotton fabrics dyed in fast colors or fast-colored silk goods loaded with a minimum of tetra-chloride of tin, it is possible to arouse the consumer to a point of preference.

A family brand, by which is meant a brand or trade-mark that is applied commonly to a group of different products turned out by a single manufacturer, serves primarily to establish consumer recognition for all products in the group as soon as the consumer becomes acquainted with one article bearing the common brand. The experience of retail dealers indicates that for shopping and convenience goods the common brand aids in promoting consumer recognition. If it is a specialty (Continued on page 105)

7, 1923

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AN aggregate of more than a million pharmaceutical tablets a day—more than 300,000,000,000 a year—are now packed in Sanitape; each tablet individually wrapped and sealed in its own air-tight, moisture-proof and climate-proof container.

Why?

- (1) Because Sanitape greatly reduces packing costs—eliminates all expensive materials and cuts the item of labor in two.
- (2) Because Sanitape greatly reduces shipping costs—by cutting both the bulk and weight almost in half.
- (3) Because Sanitape greatly reduces storage space—both in the warehouse and on the druggist's shelf, thereby simplifying handling for all concerned.
- (4) Last, but not least, because Sanitape safeguards each individual tablet against all deterioration—insures that every tablet will retain its full efficaciousness until used; thereby increasing the consumer's satisfaction and helping sales.

Any packing requirements, large or small, can be met—either by the installation of one or more Sanitape machines in your own plant, or by turning the entire packing job over to our Contract Department for handling in our plant. Either way there is a big saving. Full information on request.

IVERS-LEE COMPANY

215 Central Avenue Newark, New Jersey

The Modern Method of Packing Tablets

SANITAPE



A Tin Can is because it helps sales. A Tin Can helps sales because it fills a large need in our complicated 1923 cosmos.

Consumer You're a consumer. What is the tin can to you? Seriously, could you get along without it? Think it over.

Everything in manufacturing and merchandising is referred sooner or later to the Ultimate Consumer. This personage esteems the tin can for its service to him. And that makes the tin can a powerful sales booster of its contents and its packer.

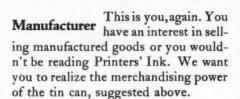
Distributor He knows that tin cans are good for his business because he knows the consumer likes them. Also they make the distributor's work easier, keep his stock in best condition and appearance, and speed up sales.

American Can

CONTAINERS OF TIN PLATE . BLACK IRON . GALVANIZED IRON . FIBRI

CANCO

17, 1022



One more point. Do you think of the label or lithography on tin cans as paid advertising space? You get wide circulation with no waste. Every advertisement reaches the consumer before, when and after he buys. Advertisement and product are one and inseparable—isn't this efficiency?

It is our business to know the new and the good in tin cans, to see that our customers gain every possible merchandising advantage from the containers they use. Take us in for your next discussion of packages—it may be profitable to you.

American Can Company

American Can containers of tin plate - Black Iron - GALVANIZED IRON - FIBRE

CANCO



ERWIN, WASEY & COMPANY **Advertising**

CHICAGO

NEW YORK

PARIS

LONDON

Good advertising, like any other good work, springs from sincerity and skill, and it is essentially upon these that this organization has built and reinforced its reputation

We have complete advertising organizations in both London and Paris, for the service of clients doing business in the United Kingdom or on the Continent line, t sumer brand minds titude

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line, the experience of the consumer with one article bearing the brand is likely to establish in the minds of consumers at least an attitude of preference for other articles bearing the same brand. It is unsafe, however, for the manufacturer to count upon the family brand to develop more than consumer recognition without the presentation of sales arguments for each article bearing the brand.

CONSUMER PREFERENCE

Consumer recognition soon shades into consumer preference. When several brands of merchandisc, which are similar in general qualities and in external appearance, are offered to the consumer by a retail salesman, the one for which previous experience, advertising, or perhaps the retailer's recommendation has created a preference, is chosen. The strength of the brand depends upon the degree of preference in the mind of the consumer. In purchasing convenience goods, for example, the consumer often approaches the retailer with the question, "Have you the X brand?" If the retailer does not have that brand in stock, another brand ordinarily is accepted by the consumer, or, if the retailer specifically urges another brand in the place of the one called for, a substitute may be taken by the consumer. This practice of asking for brands is common for many consumers in the purchase of convenience articles. The brand comes first in the consumer's mind and signifies to him the quality, style, or pattern of article, or the type of container that he wishes to obtain. In such cases the consumer has a preference for the brand asked for, but ordinarily it is not strong enough in this class of merchandise to make him insist on that brand to the point of visiting a less convenient store to make the purchase. It is because the consumer generally has merely the attitude of brand preference in purchasing convenience goods that it is essential for the manufacturer of such a product to place his wares on sale in a large number of stores in each territory.

The third stage in which the demand for branded articles manifests itself is consumer insistence. When the consumer approaches the purchase of an article in this attitude of mind, he accepts no substitute unless it is an emergency. This attitude of consumer insistence holds commonly in the purchase of specialty goods. warrant undertaking to develop this attitude, the product must be so individualized in quality, in its special features, or in the service rendered by the manufacturer or retailer as to differentiate it distinctly from competing articles and to induce consumers to put forth special effort to secure that brand. The manufacturer of an electrical washing machine, for example, undertakes to present his sales arguments in such a way as to lead the consumer to insist upon the purchase of his particular make. Through advertising, the manufacturer of such a machine seeks to convince the consumer that his is the machine which should be purchased and that a store carrying this brand should be sought out.

difference The between standing at all in the mind of the consumer, consumer recognition, consumer preference, and con-sumer insistence is one of the degrees to which the selling process has been carried with the consumer before he visits a retail store to make his purchase. If the consumer has no familiarity whatsoever with the brand of product to be purchased, the entire sales burden rests on the salesman in the store visited. If the consumer recognizes the brand, the manufacturer of that brand has taken the initial step in consummating the sale to the consumer. If the manufacturer has established consumer preference, the sale has proceeded one step farther. If the consumer has the attitude of insistence, it remains merely for the salesman to close the sale.

Marketing costs generally are high. One of the first steps to be taken by a manufacturer who is seeking to effect economies in selling his product is to make an elementary analysis of the habits

May 17,



THROUGH the early spring days the woods wanderer hears the throbbing thump of the grouse. This drumming serves a dual purpose—strengthening the grouse's muscles, and winning for him his destiny.

Advertising's effect is as beneficial inside an organization, as on that organization's prospects. And the notes of advertising's war drums are made clearer, more emphatic—by engravings.

In the spring, in the summer, in the fall, in the winter—Gatchel & Manning have been making engravings for two generations. Our clients include the largest advertisers, advertising agencies and publishers—and the smallest. We would like to serve you.

Gatchel & Manning, Inc.

Photo-Engravers
Philadelphia

of consumers in buying articles of the sort he is producing. The formulation of an effective marketing plan must start with a consideration of the consumer; the next step is to adjust the plans of retail and wholesale distribution and the advertising program in accordance with the analysis of the buying habits of consumers among whom the market for the product is to be developed. This approach assures the maximum results from the sales efforts that are put forth.

New Munsingwear Organization to Be Formed

The makers of "Munsingwear," mationally advertised underwear, plan a new organization to be known as Munsingwear, Inc. A stock issue recently offered for public subscription was oversubscribed. In connection with the offer the statement of F. M. Stowell, president of the Munsingwear Corporation, and who will be president of the ner company, contains several interesting facts.

The Munsingwear Corporation, Minneapolis, and the Wayne Knitting Mills, "Wayne Knit" hosiery, Fort Wayne, Ind., which will become subsidiaries of the new company, were founded more than thirty years ago.

the new company, were founded more than thirty years ago.

The combined net sales of the two companies for the fiscal years, endel November 30 for the Munsingwear Corporation, and May 31 for the Wayne Knitting Mills, were \$13,328,578 for 1922; \$13,974,167 for 1921; \$18,700,934 for 1920; \$15,287,009 for 1919; \$13,085,318 for 1918, and \$9,294,750 for 1917.

The corresponding combined net profits after allowances for depreciation, taxes, dividends on preferred stock of subsidiary corporations, etc., were \$1,222,354 for 1922; \$1,222,655 for 1920; \$1,497,694 for 1919; \$1,212,221 for 1918, and \$996,620 for 1917. A deficit of \$434,049 is shown for 1921.

F. J. O'Keefe Returns to McLain-Simpers Agency

Frank J. O'Keefe, who was formerly with the McLain-Simpers Organization, Philadelphia advertising agency, has returned to that agency. Since leaving the McLain-Simpers staff he has been with N. W. Ayer & Son and Snodgrass & Gayness, Inc.

C. K. Matson Joins William Elliott Graves Staff

Carl K. Matson has resigned as president and general manager of The Hanton Company, Cleveland, to join the William Elliott Graves Organization of Grand Rapids, Mich. He was formerly publicity manager of the Cleveland Trust Company and at one time had been with the Cleveland Plain Dealer.

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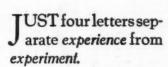
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But they mark the distance between knowledge and uncertainty.

Basic ideas are founded on facts.

This organization operates on the principle of getting FACTS FIRST—a principle which gives each client a correctly developed plan, an efficiently executed campaign.

McCutcheon-Gerson Service

ADVERTISING

64 West Randolph Street, Chicago 21 Park Row, New York

Th

ning.

Sales Management, September, 1922

UT of 2,347 salesmen employed by leading concerns in 27 lines of business during the year 1921, 1,482 of them have already failed! This is 63 per cent, nearly two men failing for every one that made good!

for every one that made good!

This is an alarming condition. It is one of the reasons why it costs more to sell so many things than it costs to produce them. It represents a loss of hundreds on hundreds of dollars to business concerns, because it in conceded now that the cost of employing, training and carrying a salesman who fails runs all the way from \$500 to \$1,500 per man. Is it any wonder that the men who are holding the bag are beginning to ask questions? Is it any wonder concerns like

Give salesmen help through mail support

NE of the most efficient specialty sales concerns in America paves the way for their salesmen with a complete series of mailing pieces at regular intervals.

This plan results in more sales. It conserves the high-priced time of salesmen and accomplishes sales

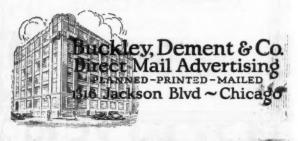
work by mail at a cost of a few cents a call.

Any house selling through salesmen should study methods for reducing high selling cost and for aiding salesmen to sell.

The logical method of blazing the way for salesmen, finding "leads" to be followed up, interesting the prospect in advance, following prospects up after the inquiry -after the salesman's call-is direct mail advertising.

Let us outline the possibilities of using direct mail advertising to support your salesmen, to reach territory your salesmen are not reaching, to reduce the cost of selling and the high cost of turnover of your men.

Write a letter. Give us details.



May 17, 1

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New Advertising Business Formed at Birmingham, Ala.

Davey and Associates is the name of a new advertising business which has been formed at Birmingham, Ala. The officers of the new compan) Ala. The officers of the new are: B. A. Davey, president; Baxter Eastburn, vice-president; and Morton Simpson, secretary-treasurer.

Simpson, secretary-treasurer.

Mr. Davey formerly had been advertising manager of the Birmingham News. Mr. Simpson recently had been advertising manager of Loveman, Joseph & Loeb, Birmingham department store. Mr. Eastburn had been with the J. Bloch & Sons Clothing Company, also of Birmingham.

W. Paul Pim is art director of the

new company.

Gundlach Agency Adds to Staff

C. H. Gregory and R. J. Cook have joined the New York office of the Gundjoined the New York office of the Gund-heh Advertising Company of Chicago. Mr. Gregory was formerly with the Vacuum Oil Company at New York. He will be with the copy department of the Gundlach agency. Mr. Cook was formerly with the New York office of Ditter American Ditto, Inc.

Atlantic Coast Line Appoints J. L. Cobbs, Jr.

John L. Cobbs Jr., chief of the divi-sion of publications, United States De-partment of Agriculture, has resigned to become director of public relations service of the Atlantic Coast Line. He will make his headquarters at Wilmington, N. C.

H. C. Briney with Ferry-Hanly Agency

H. C. Briney has been appointed copy chief of the Chicago office of the Ferry-Hanly Advertising Company. Mr. Briney formerly was with the George Batten Company for over ten years, being at one time copy chief of the New York office.

Newspaper Campaign for Hot-Water Bottle

An advertising campaign on Radio Pack hot-water bottles will be conducted in New York newspapers by the Radio Pack Distributing Corporation, New York. This account has been placed with the New York office of The H. W. Kastor & Sons Company, Inc., advertising account. advertising agency.

O. M. Byerly Starts Business

An advertising business has been formed at Cleveland by Oliver M. Byerly under his own name. Mr. Byerly was formerly vice-president of the Lee E. Dannelley Company, advertising agency of that city.



DISTRIBUT

OUR RECORDS OF FILM SHOWINGS AND ATTENDANCE REPORTS, ARE A REVELATION TO EXECUTIVES.

EXTRA PINE FILMS AND CORRECT DISTRIBUTION METHODS, ENABLE US TO GIVE CLIENTS MORE REALLY BENEFICIAL PUBLICITY THAN THEY CAN BUY ELSEWHERE AND AT A LOW-ER COST PER PERSON REACHED.

BOSWORTH DEFRENES

PRODUCERS AND DISTRIBUTORS WILKES · BARRE. PA.

THE SUMMER SPECIAL

will be the next big special issue of

The Billboard

America's WEEKLY Theatrical Foremost Digest and Review of the Show World

This issue will be dated June 30-on the newsstands June 27.

The printing order will be 91,000 copies.

That will give advertisers the benefit of about 19,000 copies more distribution than on regular issueswith no advance in rates.

It is a good number for experimenters to use for try-out purposes.

CHICAGO NEW YORK

Member A. B. C.

May 17, 1

Advertising Principles That Stabilize Farm Market

(Continued from page 88)

ed for the campaign, and the total was disbursed as follows:

Newspapers, car cards and circular advertising, 78 per cent. Lectures and demonstrations, 10 per cent.

Administrative and miscellane-

ous expenses, 12 per cent. Circulars and booklets were widely distributed, 5,600 car cards were placed in subway, surface and elevated cars during the period. Over 900 lectures were given in schools, factories and clubs. A play entitled "Milk Fairies" was given seventy times before audiences of children; a mechanical cow exhibit was displayed at fairs and in grocery stores. And over 200 insertions of newspaper advertising were used in fourteen city papers.

In planning this campaign, a study was made of the factors in. fluencing the marketing of milk The main feature of the investigation was a questionnaire, which was taken to housewives by interviewers, and which was designed to secure information regarding the attitude of consumers toward milk-their tastes, buying practices, favorite newspapers, magazines, and other preferences. The report pronounces this as a notable attempt at research because it was probably the first systematic effort in milk advertising to determine the facts before preparing the сору.

After continuing for several months, the Boston Milk Campaign collapsed, largely on account of the lack of a permanent organization and sufficient funds. a meeting of interested parties was called in Boston on June 22, 1920. and the New England Dairy and Food Council was formed as a non-stock, non-profit organization. The Council decided to operate on



DORRANCE, SULLIVAN & COMPANY

Formerly Grandin-Dorrance-Sullivan, Inc.

Advertising

130 WEST FORTY-SECOND STREET

NEW YORK

Main at Colfax SOUTH BEND McCormick Building CHICAGO

, 1923

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But

was 920, —'but we sell spades, call 'em spades, get to the point, man!'

I 'And he opened his mouth and spake unto them in parables.'

The shortest distance between two points of view is sometimes a story. It is our business to find for you that shortest distance.

FOX & MACKENZIE Advertising



1214 Locust St., Philadelphia

CANADA'S GREATEST NEWSPAPER

CIRCULATION DOMINANCE

In the City of Toronto and Province of Ontario

Daily Star

Average for April 341,321

City, 92,176: suburbs, 18,066: Country, 24,079

Over 23,000 more than its next nearest competitor

Second daily paper . . 110,974 Third daily paper . . . 103,743 Fourth daily paper . . . 94,768

The Daily Star gives its advertisers a service both in the City of Toronto and throughout the towns and villages within the suburban area that is unapproached by any other paper. And in addition 24,079 go outside into Ontario—a two-in-one service.

The circulation of THE STARWEEKLY (Sunday edition) for April was 150,294, the largest Sunday newspaper circulation in Canada.

Members Audit Bureau of Circulations

U. S. REPRESENTATIVES: CHAS. H. EDDY COMPANY

New York Boston Chica

Fifth Avenue Building Old South Building People's Gas Building MONTREAL Representative—J. B. Rathbone, Transportation Building

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a contract basis—the distributors to pay one-half cent per hundred pounds of milk purchased and to collect from the producer wherever possible, and one-half cent per hundred pounds of milk sold, the distributors sending to the council a sum equal to the total of these

There are thirty-five distributors contributing to the Council, and it has lost but one during two and a half years. According to conservative estimate, the members of the Council handle 85 per cent of the milk distributed in

Boston and vicinity.

The Council's methods are similar to those used in the Endicott Campaign with the exception that perhaps even more stress is placed upon educational work in the schools. Besides talks to children and teachers and to several kinds of organizations, until July, 1922, the Council had distributed and sold to dealers and others for distribution about a half million pieces of literature and posters.

Supplementing this work, the Boston and Suburban Milk Dealers' Association undertook a newspaper advertising campaign in 1921, which was planned to last from February to December, inclusive. During this period space was taken weekly in six different papers. Three standard sizes of space were used, 140 lines, 255 and 300 lines. In addition, two special full pages were run. The total lineage used was 56,000, and the combined circulation of the mediums for the eleven months was over sixty million.

In the weekly advertisements the appeal of the health value of milk was used. The slogan, "A Quart a Day the Doctors Say," was developed and given wide publicity. In the full pages the economy appeal was the central feature, and the "reason why" type of copy was used to present both appeals throughout the campaign.

The report also mentions competitive advertising among milk dealers in Boston, which varies from the simplest form, the use of the dealer's name on bottle-caps and delivery wagons, to the

(Member A.B.C.)

The Southern Planter

Semi-Monthly (Est. 1840)

Richmond, Virginia

Effective January 1, 1924, our advertising rate will be advanced to \$1.00, per line for a proper and proportionate increase over present circulation figures—now more than 135,000 net paid.

In recent advertisements in PRINTERS' INK, we have printed statistics to show that our territory, the Virginias, North Carolina and Maryland, lead the U. S. in crop values per acre, in producing home supplies (living at home), in saving money, in pure-bred sires, in the cooperative marketing movement, in fact, in all things that stamp our people and section as the most conservative and prosperous in our great country.

Meet these people face to face in their own paper, the one their grandfathers read.

For full and complete information write to the home office or

J. M. RIDDLE CO.

New York, Chicago, Cleveland, St. Louis, Kansas City, San Francisco, Atlanta

May 1;

Boyd's Lists

ESTABLISHED 1830

The 100% accurate List is an impossibility unless the world stands still!

We are the Oldest List Agency and the Largest, so that it is reasonable to claim that Boyd's Lists are the Best Lists! Our experience and facilities should make them so!

We furnish Lists to 50,000 customers, in this country and abroad, many of whom have dealt with us 20 years.

Send for Price List AA-53, showing the number of people in the various trades and professions, with state figures, etc. There is no charge.

BOYD'S CITY DISPATCH

19-21 Beekman Street

New York City

The Sig-no-Graph

is an electric lighted window billboard, 18" x 24", costing from 10e to 15c a day, that advertises your name and products; creates sales for your dealers; and cements your general advertising and your dealers' cash registers. Send for complete details.

The Sig-no-Graph Co.
1400 So. Michigan Blvd.
Chicago, Ill.

somewhat extensive campaigns, including newspapers, posters and car-card advertising of the large distributors. It calls particular attention to the prevalent use of bulletins, slogans and pictures of delivery wagons, the simplest form of advertising, and comments on the use of this form.

The newspaper advertising of the largest dealers, the direct-to-consumer advertising of one company, which regards this form the most productive, and several other methods of advertising in Boston are noted and their value estimated later. The report also comment on the fact that competitive advertising has shown a steady improvement for the last few years and that the practice of "knocking" competition and of using "negative" advertising has ceased

RANKING ADVERTISEMENTS FOR EFFECTIVENESS

In estimating the value of the "pulling power" of the various copy appeals used in the campaigns mentioned, five advertisements were chosen as representing the five principal appeals used. They were ranked for attention value, for convincingness of copy and for general appeal.

They were ranked by fiften people, who were asked first to glance over the advertisements, but not to read them, and then to place them in their order of altention value. Those ranking were then requested to read the advertisements and arrange them as to their convincingness of copy. The last was a general ranking as to their combination value.

As to the results of this, the report discusses in detail the opinions expressed by those who ranked the advertisements, and states that the majority apparently favored the appeal to the appetite in the advertising of milk. It further states that this was also indicated in the investigation which followed, and says:

"Taking the population as a whole, all lages and all classes, perhaps most people eat the things they like with indifferent regard to whether they are good for them or not. This conclusion does not



DANGER!

Waste Paper Basket Ahead DETOUR

Mr. Harry Jenkins, in charge of Printing for a big New York store, compares paper and automobiles

Here is his letter:

Gentlemen:

I think good printing is not good unless it is on good paper stock; and in this department, where we have a large staff, a good job is always passed around for inspection. Therefore, it follows that a good job is looked over by a dozen or more people who are interested in printing, instead of finding its way into the waste paper basket after the first reading.

There are a number of people who are satisfied with a Ford and would not have a large car such as the Cadillac, even if they could afford it. You will hear such people say, "The Ford is good enough for me and takes me wherever I want to go." But they do not stop

to think of the difference in the riding. In my opinion it is the same with printing—the fellow who does not care about the quality of his stock is still bumping along. But he is getting only to the waste paper basket.

Yours very truly,

HARRY JENKINS,

6816 Sixth Avenue, Brooklyn, New York.

For printers and business men interested in fine paper, we have some interesting samples, which we shall gladly send to all who write on their business letterheads.

Md Hampshire Boud



Hampshire Paper Company South Hadley Falls Mass.

Also Makers of Old Hampshire Stationery for Social Correspondence

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For People Who Like Their Facts Straight

In a recent investigation 454 Portland women of a group of 510 stated that they preferred The Oregonian to all other Portland newspapers.

Here are some of the reasons they give:

"Consider news service best."

"Consider most reliable paper in field."

"Like editorial policies."

"Consider best paper in west."

Thirty-nine of these women had read The Oregonian for an average of 32 years each.

The opinions of this group accurately reflect the opinions of most Portland people about Portland newspapers.

	Circulation	
Daily		 88,074
Sunday		

The Oregonian

PORTLAND, OREGON.
Represented in New York, Chicago, Detroit and San Francisco
by Verree & Conkilin, Inc.

About Oregon

Oregon has twenty snow-capped mountain peaks and 500 mountain lakes, all teeming with gamey fish.

The state is a sportsman's paradise.

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mean that such appeals as food alre and health should be dis-arded. They should be used therever possible and especially n educational advertising, but at he same time, the very effective ppeal of attractiveness or pala-ability of the particular food hould be developed."

In determining the consumers' newpoint, information was se-med through questionnaires. The report discusses at length this form of gaining information, both y mail and by personal solicitaion, and stresses the fact that uch information is of value only when it is impartially secured by hose who understand how to obain approximately correct an-

In order to get a cross section hat could be relied upon, the city was divided into five sections, Brookline, Cambridge, Somerville, Dorchester and Roxbury, and East and South Boston and the North End. Between thirty-five and forty nterviews in a district were considered sufficient for the purpose. The total average of this number for all districts was 4.73 persons per family, which compares favbrably with the 1920 census figure of 4.6 for Boston.

swers to the questions.

In all, 193 families, totaling 912 people, were interviewed. families were picked at random and represented all stations in life. They also included several foreign nationalities, and a number of these were interviewed through interpreters.

College students were employed to secure the information. They were all advanced students of merchandising and keenly alive to the importance of unprejudiced, accurate records.

There were nineteen main quesions to the questionnaire they used; but the actual number of questions asked varied from twenty-three to fifty or more, depending on the size of family, whether or not condensed, evaporated or powdered milk was used, and The questionnaire other factors. recorded the name and address. occupation of husband and his approximate earnings (estimated family, and complete information as to the purchase and consumption of milk.

MAIL QUESTIONNAIRES ALSO EMPLOYED

Two mail questionnaires addressed to housewives were used to substantiate the results of the personal interviews. A letter of explanation accompanied which stated that the information given would be treated con-Stamped, fidentially. addressed envelopes were enclosed.

The first of these was made up of twelve questions, the most important of the first questionnaire. It was sent to a list of about 300, the addresses being picked so as to cover as nearly as possible the districts investigated personally. About sixty replies were received, and the information they gave checked up well with that of the personal interviews.

The second mail questionnaire was sent to a list of 200 names picked from the city directory at random. Returns, amounting to about 20 per cent, although not large, afforded a sufficient sample for study. Only eight questions taken from the first questionnaire were used in this second mailing.

The report comments on the slight variations in the replies of these two and the personal questionnaire, noting that outdoor and other advertising undoubtedly influenced the replies in certain neighborhoods.

The statistics tabulated from the investigation and given in the report are varied and interesting; but, of course, only the totals of those most pertinent to the subject of advertising can be quoted here. All are arranged in detail, giving estimates under classifications of all five districts; but for the purposes of this article the averages for all five districts will be stated.

One of the early tables shows that 100 per cent of the families in Boston consume milk, and that the average family uses 2.13 quarts, the average person .45 quarts, per day. It also states the consumption of milk used for various purposes, and shows by interviewer), the number in the that 92.3 per cent of Boston

May 17

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KRESSER KRESKER KERKER

ORGANIZERS WANTED for "UNCLE SAM'S VOTERS"

MEN and women of character—young or old—can add materially to their incomes by devoting part or all of their time toward assisting in the organization of UNCLE SAM'S VOTERS.

The work is dignified, interesting, profitable. Business and professional mecollege students—ministers—salesmen and school teachers will delight in the opportunities and the profits this new work affords!

What Is
The
National
Federation



Uncle Sam's Voters

It is a national, non-profit federation with local assemblies—organized regardless of political affiliations—to aware interest in American government through group meetings and the official magazine, PUBLIC AFFAIRS.

UNCLE SAM'S VOTERS are to be organized in every city and community on the basis of the inspired words of Samuel Adams in 1772:

"Let us Converse together, and open our minds freely to each other. Let every town Assemble. Let Associations and Combinations be everywhere set up to Consuit and Recover our just Rights."

Ira Nelson Morris has resigned as Minister to Sweden to be president of UNCLE SAM'S VOTERS. Ex-Congressman James W. Good and Mary Lee Adams are vice-presidents; G. B. Wayland is secretary.

Samuel Adams of Chicago, farm paper editor and president of the American Agricultural Editors Association is Director General. An advisory board of 100 citizens is being selected. Explanatory booklet on request.

\$200 for an Opinion

UNCLE SAM'S VOTERS will award five prizes ranging from \$100 to \$10 for the five best letters on the following subject: "Why I am joining UNCLE SAM'S VOTERS"

Send us the reasons that appeal most strongly to you for joining UNCLE SAM'S VOTERS. Anyone is eligible to compete. Contest ends June 30, 1923.

GET IN AT THE START:
The first applicants can choose their
own territory. Sign your name and—
MAIL THIS COUPON NOW

Samuel Adams. Director General
UNCLE SAM'S VOTERS
(Titzens Bank Bidg., Washington, D. C.
Kindly send me full information concerning the opportunities for making
money by assisting in the organization
of UNCLES SAM'S VOTERS:

Name	٠						٠	٠					*	
Address	•													
Reference (417)														

families use a quart or more a day. The results tabulated substantiate the assumption that the per capita milk consumption of Boston is increasing. The survey of 1919 showed that the milk used per family per day was 1.9 quarts and .40 quarts per person.

The table following shows the percentage of people who drink milk to be 66, and the average amount consumed by them per day to be .43 quarts. It also gives the percentage of infants, children of various ages and adults who drink milk, and classifies them according to the districts. In commenting on these statistics, the report states:

"The survey of 1919, although basing children's ages on a different scale, shows quite a good bit smaller per cent of children drinking milk. . . . For instance, in 1919 the per cent of children under ten years of age was 79, and for those over ten, 63; while in this survey for children from three to six years it was 98.9 per cent; seven to twelve years, 92 per cent, and from thirteen to eighteen years, & per cent. The per cent of adults drinking milk was also smaller as with compared this survey's figures-39 to 53."

The size of the average milk bill is compared with the cost of other food products, and a number of pages are taken up with statistics, comment and conclusions on the consumption of condensed, evaporated and powdered milk and with butter and other milk

Cleanliness was found to be the feature of the advertising most frequently remembered. Price came second, and was possibly ranked that high, the report states, because of the large amount of propaganda that had been carried on by large chains of stores in Boston in making fresh milk a "leader." The next remembered feature was food value, and it was followed by quality, "good for children" and health.

Answers to the question, "What special features do you think should be advertised?" placed the appeals in this order: cleanliness food value, quality, health and

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STANFORD BRIGGS INC. ADVERTISING ART

392 FIFTH AVENUE, N.Y. Layouts, designs, and Allustrations for every purpose in every practical technique.

WRITE US FOR SAMPLES OR BETTER STILL ASK US TO CALL

Our Outfit Is Worth A Trial-

We have been doing creditable work for well managed New York companies and agencies for sixteen years.



We do monotype and linotype composition, platen, Kelly and cylinder press work, book and pamphlet binding right under our own roof.

Our work and service are unusually satisfactory—and you may buy to more than one advantage. Better try us! Phone to our New York Office.

Samples of our work upon request

THE YORK PRINTING COMPANY YORK, PENNA.

NEW YORK OFFICE · 18 EAST 41ST STREET

Murray Hill 8615

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What think ed the liness, and To American Advertisers interested in the possibilities of Great Britain, Ireland or the Continent of Europe:

MR. ERIC FIELD, Director of Erwoods, Ltd., the well-known Anglo-American Advertising Agents, of 30, 31 and 32 Fleet Street, London, England, will gladly give all the information and help in his power. Following the Convention, Mr. Field will be visiting various parts of America.

Mr. Field's many years' experience of European Advertising, as Editor of the English Edition of PRINTERS' INK, Advertising Manager of THE TIMES, etc., etc., renders his advice of great value and he will welcome any appointments. He will arrive on the "Berengaria" on June 2nd and proposes to sail on the "Tyrrhenia" on June 28th.

Write ERIC FIELD, care of Walter R. Jenkins, Jnr., 1637 Aeolian Building, 42nd Street, New York price. consum been in other swered

May 17

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price. And when asked if the consumption of fluid milk had been increased by advertising and other forms of publicity, 118 answered yes, 28 answered no, and 47 replied that they did not know.

Other questions secured opinions of consumers as to whether or not the individual family's consumption of milk had been influenced by advertising, and whether a dollar spent for milk buys more or less food value than the same amount spent for meat.

The questionnaires and the restatistical information constitute the most carefully recorded investigation of the kind the writer has ever examined. From the mass of data recorded and analyzed certain important accurate conclusions drawn, but in stating them the report discusses at length the impossibility of measuring accurately the total influence of advertising apart from other factors. It takes into consideration the weather conditions and changes of the season, the supply, prices and suitability of milk substitutes, the ability of consumers to purchase, the good-will attitude of the trade and the public, and the quality and the reputation for quality of the milk supply. The report then attempts to determine the value of the advertising influence by ascertaining the increase in receipts of milk in the city and determining the per cent sold as fluid milk.

Statistics from 1905 to 1921 show the quantities of milk received each year by rail and truck, and the amounts produced within the city. In 1917 the total was 149,877,437 quarts, and showed a substantial gain each following year, amounting to 175,053,130 in 1921.

The report then discusses other factors besides advertising that may have influenced the increase, and it also mentions several that may have had a tendency to lessen demand. It shows that prices were undoubtedly an important factor, since milk in Boston cost from ten to fourteen cents a quart in 1917, while in 1921 it

CONSULTING MARKETING COUNSEL

A modern service to increase your profits on sales.

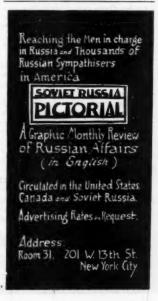
Half your present cost is WASTE — due to ignorance and inefficiency which is your greatest competition.

Individual exploration after business truths, or trial-anderror method, is a waste of time and cash.

Increase your PROFITS through this service.

The personal and confidential counsel for Manufacturers on a fee basis.

Correspondence Invited
Advisory Marketing Counsel
City Hall Station, Drawer
No. 110, New York, N. Y.



May 17,

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cost from fourteen and one-half to eighteen and one-half cents a quart. However, price was given as a less important factor in the last survey.

"Generally speaking," the report states in conclusion, "Boston milk advertising has been successful in proportion to the money expended. Results do not indicate an extraordinary increase in consumption of milk because of publicity, but neither have expenditures been extraordinarily large." Then, in discussing what the advertising accomplished, it continues, "There have been no outstanding examples of unusually clever advertising. . . . The majority of the advertising used in individual cam-paigns and by independent dealers has been moderately good, but gives the impression of having been developed and used in a rather 'hit or miss' fashion." And in regard to distribution:

"If advertising is to accomplish the most good for the New England milk industry, it must aid in increasing per capita consumption and not merely cause a shifting in sales from one distributive system to another. This is the problem of producers and distributors alike." The report then explains the need of co-operative effort, and offers the following:

"It is recommended that the distributors and producers cooperate in their common problem of developing milk advertising; that they contribute to a thorough study of dairy advertising in New England, this investigation to include comparisons with publicity work in other sections of the country and recommendations for future milk advertising in New England.

"It is further recommended that producers' associations, individual dealers and dealers' organizations contribute to a common store of information and statistics for the study, of dairy advertising.

"It is further recommended that particular study be made of advertising as an influence for stimulating consumption of fresh milk during the season of heavy production, for increasing the use of milk in schools, for increasing the proportion of quart to pint sales, and for increasing local demand for New England manufactured milk products.

"It is further recommended that producers and distributors continue and extend milk educational work among schools and poor people, enlisting so far as possible the aid of other organizations.

"It is further recommended that more study and greater financial support be given the advertising of New England milk and milk products in the future."

An outline of this kind can only suggest the extent, thoroughness and value of such an investigation, which is intended, Mr. Marquis further explained, to be merely a basis for future work of the kind in the field of every farm product that has been extensively advertised.

"Our problem," Mr. Marquis concluded, "is to discover how to use advertising in creating a demand that will absorb the volume of a given product at an equitable price, and assist in keeping supply in accordance with demand. But we must know to what extent the increasing of a demand for one product will reduce the demand for another. If we knew all we should know about the influence of advertising, we could advise the use of methods which would encourage the public to consume the products most abundantly supplied, and if some must be neglected, to use less of those which happen to be less plentiful. In this way, advertising will become a very valuable economic factor.

"It is not the intention of the Bureau of Agricultural Economics to suggest mediums and details of appeal. Such things can be adequately handled by the specialists in advertising; but the Bureau is determined eventually to furnish both producers and the specialists with facts and principles on which campaigns can be mapped out with the least possible chance of failure and with the assurance of profitable results.

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THE enviable position of religious publications in the country home is a well recognized fact. The 2,405,257 members of the Methodist Episcopal Church, South, present a highly fertile field for development by national advertisers.

The Epworth Era, The Sunday School Magazine, and The Adult Student—a great trio of Southern Methodist monthlies—form a powerful combination reaching this market. Combined, they total 375,000 circulation to a most sincere class of readers, seventy-five per cent being located in the Southern country home.

There is nothing better than past records upon which to base future estimates. We quote from some of the advertisers in these magazines:

After a thorough test of your publication, the results obtained through our advertising therein have been very gratifying.—The Rudolph Wurlitzer Co., Cincinnati.

We find your publications are very good and up to par with papers costing quite a little more per line. As a rule, people who write in answer to advertisements placed in your publications are reliable and trustworthy,—Bastian Bros. Co., Jewelers, Rochester, N. Y.

They (the magazines) are consistent producers. — Harold Lachman Co., Chicago.

They deliver the goods.—Pathfinder, Washington.

PROFITABLE Methodist Publications

Monthly Trio

Adult Student Epworth Era Sunday School Magazine

Quarterlies

MethodistYoungPeople's Intermediate-Senior Home

Young People's Weeklies

Haversack Torchbearer Our Young People

Official Church Organ

Christian Advocate

Advertising is sold separately, by groups, or in the entire list

MARKET DATA, SAMPLE COPIES, AND RATE CARDS MAILED PROMPTLY UPON REQUEST

Methodist Publishing House

810 Broadway

Nashville, Tenn.

E. M. McNEILL, Advertising Manager

T. R. WIGGINS, Representative

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A partial list of our national advertisers:

American Tobacco Co. Borden's Products Columbia Phonograph Lorillard Tobacco Co. Sterling Products
Foster & Milburn
Lever Bros.
Colgates

Chevrolet Motor Liggett & Myers N. Y. Telephone Scott & Bowne

These advertisers came to the conclusion that in order to cover New York City they must include the POLISH MARKET which is dominated by





24 Union Square

Member A. B. C.

New York

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sible for any independent organization to make the investigations and surveys necessary for such a program. Undoubtedly, the Bureau is best fitted for such extensive work, and it has no desire but to execute an impartial service in order that both the farming industry and the public shall benefit to the greatest possible degree."

Why Charles Hechtman Has a Trade-Mark for Potatoes

A trade-mark for Potatoes has been registered by Charles Hechtman, a wholesale distributor of Osseo, Minn. The brand name which he will use on the sacks in which he ships his potatoes is "Oh Boy," and he informs Printers' Ink that his purpose in adopting this trade-mark is to keep before his customers the fact that they are receiving potatoes that can be depended upon. He states that there is a great demand from consumers in his territory for branded bags of potatoes which sell better because they are known. People, he says, become accustomed to looking for them and in addition, the branded potatoes have a further advantage in the fact that he receives other inquiries from dealers and buyers who have noticed his sacks. Sometimes, according to Mr. Hechtman, the sales through this advertising have resulted in carload shipments.

Edwin Clapp & Son Markets a Corrective Shoe

Edwin Clapp & Son, Inc., East Weymouth, Mass., manufacturers of shoes, are advertising a corrective line of footwear for men and women which is sold under the company's recently trademarked name of "Flexile." Regarding its advertising plans, Shelton R. Haux, of the company, informs Printers' Ing that an extensive advertising campaign on Flexile shoes is not anticipated.

Tire Account for Smith & Ferris

The Samson Tire & Rubber Corporation, Compton, Cal., has placed its account with Smith & Ferris, Los Angeles advertising agency. The program of this company calls for the use on the Pacific Coast of newspapers, business papers, farm journals and outdoor advertising.

Pierce-Arrow Shows Gain for First Quarter

The Pierce-Arrow Motor Car Company, Buffalo, for the first quarter of the current year reports a net income of \$105,058, after charges, depreciation and taxes, in contrast with a deficit of \$25,226 in the same period of 1922.

Buyers of Printing

AN ESTABLISHED printing concern, operating its own linotyping, binding, mailing and distribution departments, will make an attractive offer to buyers of printing in order to get 100% output from their Cylinders, Kelleys and jobbers.

Day and night service.

For further information address:

"L. N.," Box 195 care of Printers' Ink, or phone Circle 1517

TYPEWRITER



Special SALE

A sensational Sale by one of the world's largest

LOWEST PRICES EVER Thousands of these Standard Make, guaranteed, high grade, perfect typewriters have already been sold.

OFFERED ready be en sold. long at our wonderful bargain price. Each machine goes out on 5 days' free trial in your own home. If you are convinced it is the greatest typewriter you ever saw, you then start easy monthly payments. No red tape.

The supply at this price is limited

ACT QUICK Send for FRED

Booklet of Valuable

Typewriter Information and Special Sale

Bulletin.

SMITH SALES COMPANY 344-360 E. Grand Ave., Chicago, Ill.

DDINGERCH IND

. . . .

WANTED AN ARTIST

A large manufacturing company in the middle west offers an excellent opportunity to an all-around artist, who can do color, wash drawings, retouching, layout work, and pen and ink drawings.

Please send samples of your work when replying.

Address,
"G. J.," Box 191, care
Printers' Ink.

P. S. XXX Mats

Finest Mats Made

The highest grade materials used. Every mat thoroughly tested; all mats kiln dried. Perfect reproductions

guaranteed.

Day and night service. Mats sent direct to dealers, agents or newspapers if desired. Send for quotations.

POST-STANDARD CO.

SYRACUSE, N. Y.

Commercial Mat Department

Joins French Battery & Carbon Company

W. L. Miller has been appointed alvertising manager of the French batery & Carbon Company, manufacture of "French" dry batteries and "French Ray-O-Lites," Madison, Wis. Mr. Miller recently disposed of the controlling interests in the advertising business bening his name at that city to W. J. Rendall and Arthur Towell, members of that organization. Mr. Miller was a one time advertising manager of Tulsa, Okla., Tribuse, Bismark, N. D. Tribuse, and Madison Wisconsin State Journal.

Changes in Staff of Farm Paper Representative

Frank O. Young, Jr., who has been in charge of the Cleveland office of the James M. Riddle Company, farm paper representative, has been appointed masager of the New York office of the company. He is succeeded at Cleveland by E. E. Whaley. Mr. Whaley recently had been manager of Farm Equipment and Merchandising, formerly Implement and Tractor Age, of Springfield, O.

Joins Chicago Elevated Advertising Company

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John G. Bradley, recently in the service department of Erwin, Wasey & Company, Chicago, has joined the Chicago Elevated Advertising Company a director of its plan and advertising service department. Mr. Bradley formen was director of research for the Capper Publications.

Atlanta Agency Augments Staff

Leonard S. Fisher and Evan Howel Foreman have joined the staff of the Massengale Advertising Agency, Avlanta, Ga. Mr. Fisher was forment manager of the New York and Cleveland offices of the Automobile Journal Publishing Company, Pawtucket, R. I. Mr. Foreman was formerly editor of the Havana, Cuba, Post and more recently returned from relief work in Russia.

Cuno Engineering Corporation Promotes A. B. Hance

A. B. Hance has been appointed general sales and advertising manager of the Cuno Engineering Corporation, electrical automotive products, Meriden, Conn. Mr. Hance recently covered the Northwest territory for that organization.

Appointed Manager Los Angeles Agency

Miss Lillian Larrimore has been appointed manager of Stowell & Sinsabaugh, Los Angeles advertising agency. Miss Larrimore was formerly with the New York advertising department of Sunset, San Francisco.

\$25,226 in the same period of 1922.

17, 1923 May 17, 1923

They All Look Good

At first glance, when they're all dressed up. But, as with a girl, an "elopement" on the spur of the moment too often results in after grief.

Before you tie up to any agency, take time to get really acquainted, not alone with the 'firm' to which you plan to entrust your advertising, but with the individuals who will actually handle it. See if they measure up.

The E.H.CLARKE

Advertising Agency

Chicago 28 E. Jackson Blvd.



New York 37 W. 39th Street

The KNIT GOODS
GROUP

Knitted Jabrics
Apparel

Sweater News
Knitted ond Outerwear

The Journals of the Knit Goods Trade

Published monthly

by

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

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"When the Worst Happens, Make Fisher the Most of It

A Department Store Salvages Good-Will out of a Calamiy

By Donald Kirkland

66 TATHEN the worst happens, make the most of it" was the motto pursued by the Shepard Stores of Providence in dealing with the situation brought about by the burning of their Providence department store a few weeks ago.

The fire was a serious one, necessitating complete shut-down and considerable rebuilding of the store. Some contracts were placed for reconstruction even before the firemen had left the premises, and in twenty days the store was open

again for business.

In the meantime, however, the firm set out to salvage not only physical material, but good-will as well-even tried to create some The firm operates another department store, under the same in Boston. Immediately after the fire, advertisements in Providence newspapers announced that the Boston store was ready to serve its Providence customers, and furthermore charge customers going to Boston would be refunded their fares. The distance is forty-five miles. No stipulation was made as to amount of purchase.

During the twenty days the Providence store was closed it is estimated by Mr. Stevens, general sales manager of the firm, that some fifty to sixty charge customers took advantage of the offer each day. A special booth was established on the main floor of the Boston store; customers had only to present their charge coin to be refunded the fare and to be handed a return ticket to Providence. No evidence of purchase was required. Cash customers, it was suggested in the advertising, could take advantage of the offer by opening a charge account. A desk was established in a lobby at Providence and a good many new accounts were opened as a result. Accounts of

charge customers were honored at the Boston store just as if it had been the Providence establishment the charge coin serving as identification both for refunding fares and OK-ing purchases.

A THOUSAND FARES REFUNDED

This incident is an interesting illustration of how the public reacts to an unusual circumstance, A business man on seeing the company's refunding offer thought that there would be few taking advantage of it. But they did. to the number of about a thousand. Some even came up after the Providence store was reopened not knowing that that had taken place, and refunds were made in the same manner.

It might be interesting to speculate just what reasons impelled them. In the opinion of the executives there were perhaps three factors involved. First was a sense of loyalty to the store and their desire to trade with the same firm: second was a sympathy with the firm in time of trouble, which would move them to a feeling of special consideration; third, there was a certain number of people who no doubt were impelled by the opportunity to get a free trip.

No figures have been compiled as yet as to the average amount of purchase by these visiting customers. It is probable, however. that it will be found much above the average, since customers making a long trip for the special purpose of shopping would have saved up their needs and have been in a particularly favorable frame of mind for buying.

Thus even a calamity has its favorable side. This firm instead of sitting down to mope, set immediately to work to hold and build good-will. In this action there is a suggestion for any kind of business.

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Take Fisher Body Corporation Has Record Year

The lisher Body Corporation, Detroit, reports the shipments of automobile bedies our ing the fiscal year ended April 30 as ite largest in its history. Comparisons of the company's shipments in recent cars and the increasing productions of the company's shipments in the cars and the increasing productions of the company's shipments in the cars and the same shown in the on of closed bodies, are shown in the

101104	Alt Carps	0	Closed	Total
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1923		202,867	217,632	420,499
		58,435	99,789	158,224
1922				
1921		112,401	87,796	200,197
1920		245,114	83.864	328,978
1010		103,449	31,318	134,767
1919		100,449	31,310	204,707

A New Financial Weekly

A Newton Plummer, president of the Plummer Publications, Inc., New York, has begun the publication of a new financial weekly called National Financial News. The first issue appeared May 7. National Financial News has a page size of 10¾ inches by 13¾ seekers.

"Hospital Buyer" Opens New York Office

H. A. Gould has been appointed Eastern manager of the Hospital Buyer, with headquarters at New York.

Ruggles & Brainard Augment Staff

W. E. Conklyn and Everett M. Link have joined the staff of Ruggles & Brainard, Inc., color advertising, New York. Mr. Conklyn has been at various times with the Seaboard Air Line, the New York Sun, the New York Herald, and The Literary Dipest, New York. Mr. Link was formerly with the American Review of Reviews and more recently with Leslie's, both of New York.

New Accounts for Atlanta Agency

The Biltmore Industries, Asheville, N. C., have placed their advertising account with the Massengale Advertising Agency, Atlanta, Ga. Other accounts recently placed with this agency are the Hollingsworth Candy Company, Augusta, Ga., and the Wilkes County Development Association, Washington, Ga.

"Pulse of Mexico" Appoints S. S. Koppe & Company

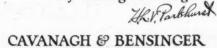
The Pulse of Mexico, a publication printed in English at Mexico City, Mexico, has appointed S. S. Koppe & Company, publishers' representatives, New York, as its representative in the United States. United States.

H.L.V. PARKHURST

says: The drawings you made for the Cunningham automobile newspaper series were as fine as anything I have ever directed. I want to compliment you on the skillful manner in which you executed them.

Mr. Parkhurst is managing Art Director of Frank Seaman inc. as well as a dean among visualizers

A number of advertisers have asked me who did them -and I was mighty glad to say "Cavanagh & Bensinger"



120 WEST 32 ND STREET, NEW YORK





Telephone B Pennsylvania 1760

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PRI

Establishing Sales Quotas for Branded Merchandise

(Continued from page 6)

rightly the elements entering into the value of the salesmen and of assigning to each phase of the salesman's work a value which will be accepted as sound by the salesmen, that we can only say that certain problems have been solved and that certain existing methods of compensation based upon sound quotas are already in existence.

It is true that the over-eagerness on the part of employers and salesmen alike for better compensation methods, is at the same time a blessing and a curse. Because of the limitations of the simpler compensation methods there is the tendency, in seeking something better, to adopt promising plans rather than tested plans

For example, a Nebraska whole saler whose salesmen had always been paid on a basis of salary and expenses, shifted his method to drawing account and sliding scale commission arrangement, properly based on the relative profitableness of articles sold. If he had spent a year instead of three months in determining his quotas, unquestionably he would have been at least moderately successful. But he overlooked the fact that he had two elements in his sales force The first element consisted of the veteran men with the better territories. The second included some exceptionally promising younger men to whom he could assign only minor territories.

If he had taken longer to establish his quotas he would cer-

S. ROLAND HALL - EASTON - PENNSYLVANIA

FIRST NATIONAL BANK BUILDING

"Following through," according to the experts, is the big thing in the golf game.

"Following through" is also the big thing in the great adventurous game of business. So many fail to do it. Many more make the "drive" but miss the "put."

If you will scan the 1048 pages of my new HAND-BOOK OF BUSINESS CORRESPONDENCE (Mcgraw-Hill Book Company, 370 Seventh Ave., New York, \$5 net), you will see more clearly than I could tell you in a week's conversation the kind of "following through" that this advertising agent advises sales and advertising managers to practice.

A number of apperceptive managers are giving each of their correspondents a copy of this book.

Sholand Hall

PS.

The volume is sent to all responsible inquirers on approval. Ask the publishers.

BETTER LETTERS . BETTER SELLING . BETTER ADVERTISING . BETTER BUSINESS

N. W. Federa H. K. M Joseph George Calkin Fuller

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pt promis Advertising agents bought 691½ pages ad always to advertise their own organizations in PRINTERS' INK during 1922. The ding scale following were represented in fitableness following were represented in PRINTERS' INK during April 1923.

April 5th issue N. W. Ayer & Son Federal Advertising Agency, Inc. H. K. McCann Company Joseph Richards Company, Inc. George L. Dyer Company Calkins & Holden, Inc. Fuller & Smith McJunkin Advertising Company Williams & Cunnyngham Andrew Cone General Adv. Agency Johnson, Read & Company Moser & Cotins Conover-Mooney Company Dorrance, Sullivan & Company Simmonds & Simmonds United Advertising Corporation Smith, Denne & Moore, Ltd. Arnold Joerns Company J. J. Gibbons, Ltd.

April 12th issue J. Walter Thompson Company J. H. Cross Company George L. Dyer Company N. W. Ayer & Son Bissell & Land, Inc. M. P. Gould Company The Erickson Company Moss-Chase Company Edwin Bird Wilson, Inc. Geyer-Dayton Advertising Company Redfield, Fisher & Wallace Newell-Emmett Company, Inc. J. J. Gibbons, Ltd.

April 10th issue H. K. McCann Company George L. Dyer Company Ruthrauff & Ryan, Inc. Erwin, Wasey & Company N. W. Ayer & Son John O. Powers Company Blosser-Williams Company H.W. Kastor & Sons Adv. Company Dorrance, Sullivan & Company Hanff-Metzger, Inc. Smith, Denne & Moore, Ltd. S. Roland Hall J. J. Gibbons, Ltd.

April 26th issue George Batten Company, Inc. N. W. Ayer & Son J. Walter Thompson Company George L. Dyer Company Calkins & Holden M. P. Gould Company McJunkin Advertising Company Bissell & Land, Inc. Barton, Durstine & Osborn, Inc. Williams & Cunnyngham Walter B. Snow and Staff Ronalds Advertising Agency, Ltd. E. H. Clarke Advertising Agency Lambert & Feasley, Inc. McCutcheon-Gerson Service Corman Company Newell-Emmett Company, Inc. . H. Cross Company J. J. Gibbons, Ltd.

These keen buyers of advertising use PRINTERS' INK to carry their message to the leading manufacturers who are advertisers and the advertisers of to morrow. The PRINTERS' INK Publications give full coverage of the actual buyers of advertising and advertising agents. The present edition of the WEEKLY (April 26) is 21,248. The MONTHLY edition (May issue) is 16,800.

Ready in May

THE SECOND ANNUAL

ILLUSTRATIONS FOR ADVERTISEMENTS IN THE UNITED STATES



The Second Annual contains about 450 reproductions from the originals exhibited by the Art Directors Club at the Art Center, New York, in October, 1922. About 300 artists, advertisers, and advertising agencies are represented here. Originals in colors to which awards were adjudged are reproduced in colors. Great care has been taken to make this book an example of good printing and engraving.

The First Annual has already become a standard work of reference for artists, advertising men, advertisers, printers, engravers, publishers, and many others. The Second Annual shows, in an interesting and convenient form, all that was best in American Advertising Art in 1922. An advertising or art library would be incomplete without this book of record.

The publication of this book does not represent a publishing venture for profit. The price of five dollars a copy barely covers the cost of manufacture and distribution. There is no risk for you in ordering this book: if you are not satisfied, return it in good condition within five days after you have received it, and your money will be refunded.

Send your order with remittance, at the rate of \$5.00 for each copy wanted, to the distributors of the Annual, The Book Service Company, 15 E. 40th St., New York City

ART DIRECTORS CLUB, New York, Publishers

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tesire for acquisition of new teritory on the part of the senior
men. The experiment ended with
the resignation of a number of
the most valuable additions and
with the constant quest for added
erritory on the part of the older

In another case a company with a veteran sales force made the mistake of attempting to "teach old dogs new tricks." Theirs was a ase in which the one justification for change in compensation from straight salary to commission, came in their establishing new branch houses. In connection with these branches and the hiring of new men they could have well put into effect in these, newer and more stimulating forms of compensation than straight salary. Strangely enough, they applied the straight salary basis to the new men at branch houses. They ex-They explained this later on the grounds that they did not wish to try two experiments simultaneously—that of invading new territory by means of branch houses and also applying a new compensation method. They did apply it to their veteran salesmen, who rebelled against it, although at the first it actually increased their earnings. For these older men had built up their scheme of living on a fixed in-Both the salesmen and come. their wives became disturbed at the thought of possible lower income dull years, preferring to take less than they earned in record-breaking years to curtailment of compensation in off years.

THE DANGER IN CHANGING PAY-MENT METHODS

The danger of shifting a veteran force from salary to any method of compensation which may reduce income, is a matter which demands rather than merely deserves every emphasis. Many good salesmen on a straight salary basis are not good salesmen when they are called upon to rise and fall with the general tide of territorial

CAPITAL

A publisher or advertising man is wanted to become actively and financially interested in a growing publication of great possibilities. Very little competition. A wonderful opportunity. Confidential.

Address
"M.P." Box 196
care of Printers' Ink

Copy Man Available

Experienced copy writer and contact man with a long record of useful and interesting work for prominent advertisers desiresto make a change. Now with one of the largest New York advertising agencies. Seeking particularly an equally progressive but smaller agency. Is available for personal interview and will show examples of his work. Salary commensurate with his proven capacity is probably \$110.

Address "H. K.," Box 192, care of Printers' Ink.

Hospital Buyer

Announces the appointment

H. A. GOULD

Eastern Manager

With offices at

31 EAST 17th STREET **NEW YORK CITY**

> Telephone 3479 STUYVESANT

Sales managers and others who are interested in the exclusive agency method of distributing goods, will find a complete summary of its advantages and disadvantages, its values and its limitations, in

THE EXCLUSIVE AGENCY

A Study in the Marketing of Manufactured Products

bu

THE NEW YORK UNIVERSITY BUREAU OF BUSINESS RESEARCH LEWIS H. HANEY, Ph.D., Director

The report is based upon the experiences and opinions of 150 representative business houses, including both manufacturers and middlemen in nearly all fields where exclusive agencies are possible. The facts were gathered by personal interviews and by written questionnaires, and are conveniently tabulated for reference.

It answers authoritatively the most important questions that are likely to arise concerning the exclusive agency.

Sent postpaid to any address upon receipt of \$1.

New York University Book Store 100 Washington Square New York City

or national financial expansion and depression.

One sound director of sales had said: "There will always be place with us on a straight salary and actual expense basis for number of our men. Regardless of what other methods of compensation we have already installed or may install, I plan to protect men who wish to devote all their thoughts to selling, and who budget their personal expenses on a basis of known income and past personal expenditures. At the same time, so long as I am in charge of the merchandising of our products, I shall henceforth make possible for the man who requires for himself the incentive of immediate advance in income from advance in sales, a method whereby this condition will automatically result."

There is constantly growing evidence that employers of salesmen are establishing sales quotas with There is at least a greater care. modicum of proof now available that unsound quotas result harmfully and, occasionally, disastrous-There is even greater proof the somewhat advanced thought that a few decades hence companies with large numbers of salesmen covering different classes of trade and different types of territories will arrange to have individual compensation methods for each representative. These will be based on quotas scientifically determined and upon

New Knit Goods Publication The Knit Goods Weekly Trade Record is the name of a new publication covering the knit goods industry issued by The Walker Publishing Company, New York Walter B. Walker is managing editor; Wilson Van Orsdell, editor; H. F. Crawford, advertising manager, and W. Packeley Existence of the Publishing Company of the Crawford, advertising manager, and W. Packeley Existence of the Company of the Compa W. Barkelew, circulation manager.

adapted to the personality of each

man, so as to result in the maxi-

mum earning power of the man,

both to himself and to the company.

Omaha "Bee" Incorporates The Bee Publishing Company, Omaha, publisher of the Omaha Bee, has been incorporated with Nelson B. Updike as president. Basil Brewer, general manager, is vice-president. Other officers are Gordon Roth, secretary, and Frank J. De Temple, treasurer.

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Prominent Publishing House Seeking Advertising Executive

A real opening for a man of seasoned executive training who combines analytical judgment with an aptitude for sales promotion method.

The type of man we are looking for is either an executive in an agency, a sales or advertising manager, or an advertising executive of a magazine.

The opportunity has a high potential and will pay not less than \$7000 to start.

Write, giving full details of experience, age. education and past connections. Naturally your letter will be held in confidence.

"F. I.." Box 200, c/o Printers' Ink.

WANTED LITHOGRAPH SALESMEN

There is an opening in our organization for experienced men selling Window Displays and Dealer Helps. They must have ability to help create exclusive advertising campaigns for advertisers and outline to them merchandising plans showing how our advertising material "displayed where the goods are sold" will increase dealer sales.

You will receive complete co-operation on sketches, ideas, and estimates and the manufacturing details will be properly handled.

We have a complete art department with construction experts who have specialized on Window Displays and Dealer Helps for years. We now do all our own manufacturing, where rush deliveries and special service are rendered. In addition we control the output of more printing and lithograph presses than any concern furnishing display material. We also have a department for outdoor signs—including installation and maintenance.

We manufacture the Moore Patented Collapsible Display, the most popular and economical display on the market.

Can you qualify as a member of our happy family of advertising and merchandising experts, not merely as a lithograph and printing salesman—but as a man with initiative and established trade? Apply by letter, which will be treated confidentially. Interview will be arranged.

THE T. F. MOORE COMPANY, Inc.

Executive Offices and Salesroom

ROOMS 601 to 609 19,WEST 44th STREET

NEW YORK CITY

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Salesmen Wanted

To producing salesmen of proved ability, desirous of increasing their income, we have selling proposition of unusual interest.

Kindly state full particulars regarding experience.

Address

"S. W.," Box 199, care of Printers' Ink.

Sales Promotion Man with House-to-House Selling Experience

An Ohio concern, one of the largest of its kind in the United States, making a nationally advertised line of Food Products, Toilet Preparations and Household Products, which are sold direct to the housewife through the company's own Representatives, has an opening for a man who is either now actually engaged in house-to-house selling or has graduated from the ranks and is looking for an opportunity where his experience, his initiative and ability to suggest new selling plans will be rewarded.

If you are the right man for the job, you will find an excellent opportunity for advancement in our organization. In your reply, give a complete de-tailed account of your house-to-house selling experience, age, present earning capacity, and send photo.

Address "N. R.," Box 197, c/o P. I.

Opposes Pardon for Pandolfo

INDERSTANDING that friends of Samuel J. Pandolfo will soon ask President Harding for a pardon, the Vigilance Committee of the Associated Advertising Clubs of the World, New York, has taken action to oppose the move.

S. J. Pandolfo was president of the Pan Motor Company St. Cloud, Minn., and but recently began serving a ten-year sentence in the Federal Penitentiary at Leavenworth, imposed upon him by ex-Federal Judge Landis for using the mails to defraud. He had been out on an appeal since receiving sentence on December 16, 1919, and his claim having been denied by the higher courts has only now commenced the serving of his term. The magnitude of his stock swindling operations, and the achievement of the National Vigilance Committee in bringing him to justice, were described in the December 25, 1919. issue of Printers' INK.
Kenneth Barnard, as director of

the National Vigilance Committee, has addressed a letter to all the advertising clubs of the country. He suggests that each pass a resolution instructing its president to file with President Harding and its Congressional representatives, both in the Senate and House, the proper protests against any such move as is understood to be contemplated.

It is believed that this measure of co-operation on the part of organized advertising clubs will frustrate the attempt to nullify the result of this important conviction.

Cleveland Stone Company Places Account

The Cleveland Stone Company, Cleveland, O., grindstones, has placed in advertising account with Oliver Meyerly, advertising, of that city. The following companies also have appointed Mr. Byerly to direct their advertising: The Champion Hardward Company, Geneva, O., and The Excelsior Varnish Works and The Cas Hardening Service Company, metal lurgical engineers, both of Cleveland.

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Announcing-

On May first, W. N. Bayless acquired an active interest in, and became treasurer of this company, the name of which has been changed from The SCHULTE-TIFFANY Co. to

ENTIFFANY - BAYLESS OF

For the past 3 years Mr. Bayless has been Chief of Service at The Powers-House Co., of Cleveland, and during the 11 years prior to that he was Advertising Manager of The Conklin Pen Mfg. Co., Toledo, O.

Mr. Bayless, with his 20 years of marketing and advertising experience, is a valuable acquisition and rounds out our well-balanced organization for even closer service to the many clients with whom we have worked for years on a basis of rather exceptional mutuality.



TIFFANY - BAYLESS & AD WERTISING

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Mr. Bayless is a

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A. A. C. of W. and

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Printers' Ink

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, Douglas Taylor, Manager. Atlanta Office: 704 Walton Building Gro. M. Kohn, Manager. St. Louis Office: Post Dispatch Building, A. D. McKinney, Manager.

San Francisco Office: Examiner Building, M. C. Mogensen, Manager. Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, News Editor

HAASE, ...
EDITORIAL STAFF:
E. B. Weiss
Bernard A. Grimes Roland Cole C. B. Larrabee Chicago: G. A. Nichols D. M. Hubbard London: Thomas Russell

NEW YORK, MAY 17, 1923

When Advertisers Have to

The circus and carnival interests not long ago ap-pointed Thomas Compete with J. Johnson as the a Shell Game supreme arbiter

or Omnipotent Kleagle or whatever they call him, of their interests. Like Judge Landis and Will Hays and Augustus Thomas and the Mosessohn brothers, Mr. Johnson, who happens to be an able attorney, is commissioned to eliminate the trade abuses in the industry that he is supposed to rule.

Mr. Johnson's task is undoubt-edly the hardest of all the jobs that have recently been assigned to our modern Pooh Bahs. While there are well managed circuses and decently conducted carnivals, there is still entirely too much flotsam in this industry. Certain practices prevail in the business that are so grossly unethical, if

not indecent, as to cause one to wonder why our public officials have so long tolerated such evident public nuisances.

These abuses seem to centre around County and State Fairs are established institutions in this country. They furnish amusement and entertainment to those who visit them, but they are held principally for the instruction of the farmer. The farmers' fair is supposed to be an educational institution. And such We think it is generally admitted that fairs have done much for the farmer. Scores of advertisers find it profitable to exhibit at these events. It is regarded as an excellent place to conduct demonstrations, particularly demonstrations of farm machinery.

But, admitting all the good that these fairs do, we wonder why our officials permit so much evil to be mixed with the good.

For two years The Country Gentleman in a series of articles and editorials has been exposing The amount of evifair fakers. dence it has introduced proves conclusively that the officials of some agricultural fairs are entirely too careless in granting concessions to exhibits or shows of questionable propriety.

Let us quote a couple of paragraphs from an editorial of The Country Gentleman:

Fair time. Over here a farm-machinery ow. The latest products of inventive show. The lates produced marvels that do human and superhuman things. Part and parcel of the mechanical servitors which multiply the hand-work capacity of every man, woman and child in the United States thirty times. Laborsaving aids that make it possible for our dwindling farm workers to feed our increasing city consumers; which help creasing city consumers; which help make the farmer the greatest quantity producer in the country. Wonders of a marvelous age. Deserving appreciation,

marveious age. Deserving appreciation. Present to see them, a smattering of folk. But just across the way, a crowd before a midway show, its performers dirty, sweaty, wildly throbbing, physically tainted; soum of the earth, panderiers to low smoothers. ing to low emotions.

A little farther along, the Ladies' Aid A little tartner along, the Lances Auserving a chicken dinner. Almost opposite, a hot-dog and hamburger joint run by a filthy man with several aliases. Over in the dairy barn, a bunch of inspected cows giving the world's finest food drink; but a bigger crowd around

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s stand selling a synthetic hogwash called lemonade.

This is a question to which advertisers should give some attention. PRINTERS' INK has often protested against the waste of advertising money in futile exhibitions. But where it is decided to exhibit, advertisers should at least insist on some assurance that in hidding for the attention of the public they will not have to comnete with a fellow who is trying to manipulate a little pea so rapidly that his audience will lose its money every time it bets it knows under which shell is the pea.

The
Teamwork
between
Selling and
Advertising

O. P. Perkins, vice-president of the G. I. Sellers & Sons Company, is the exponent of unusual selling ideas. His long

suit is exposing the saturation bugaboo. In the kitchen cabinet business, as is the case in so many lines, dealers are likely to think they have struck the saturation point after they have been selling the product for a number of years. It seems to them as though they must have sold a cabinet to every person capable of buying one, and that their only hope for future business is through the establish-

ing of new homes.

Mr. Perkins explodes this misconception through the simple process of canvassing the dealer's To show that the market for kitchen cabinets has only been scratched, the company recently canvassed its home town of El-The Sellers company wood, Ind. is the big industry of the city. where a large proportion of the population is employed. would imagine that everyone in Elwood would own a cabinet, and yet the canvass revealed sixty-five live prospects on a small portion of one street just three blocks from the factory.

What does the experience of the G. I. Sellers & Sons Company indicate? To our way of looking at it, it shows the intimate relationship that exists between advertis-

ing and selling. The multitude of prospects which the Sellers canvasser so quickly uncovers wherever he works are not sold through the efforts of the can-vasser. They were "sold" before he called. They had previously been sold through advertising. Advertising had convinced these women that they wanted a cabinet, but they had not acted on the desire until a salesman came along. This shows the necessity of good team work between advertising and selling. Advertising leads prospects to the water, but it cannot always make them drink. takes a salesman to do that. For some reason a certain percentage of people will not buy things that they actually would like to have until they are taken by the collar and yanked into a sale. Advertising does not achieve its maximum possibilities until retail distributors strenuously follow-up the live leads that it creates.

When the Cog Thinks He's the Whole Machine An advertising agency which often runs "blind" want advertisements to secure new copy writers and con-

tact men has, time after time, received applications from former employees who have an exaggerated idea of their own importance. A man who had formerly worked for the agency replied to a recent advertisement and recommended himself highly. Thinking he was writing to a man who did not know the facts, the applicant claimed full credit for the success of four of the agency's largest and oldest accounts.

As a matter of fact he had acted as assistant account executive on one, had written much of the copy for two others, and most of the copy on the fourth. He had also done some trade investigation work for all four. But all four accounts had been handled by the agency before he arrived, and were still being handled satisfactorily by his successors.

The sad part is that the former employee was fooling no one but

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himself. His attitude of claiming entire credit for the success in which many people had a part is an all too common one among a certain type of individual. Like the French mess sergeant who argued that it was really he who won the battle of the Marne, these men are suffering from highly exaggerated ego, from the shell shock of self-worship. It is always "I" with such people; never "we."

A sales manager is let out by an organization, and in seeking a new connection claims all credit for increasing the sales of his former company by millions of dollars; a salesman speaks of "his business" as though the product he was selling, the firm's reputation, its advertising and numerous other factors had absolutely no part in helping him sell. Such a man claims credit for everything and loses sight entirely of the fact that the co-operation of every efficient individual in the organization enters into the organization's, and These people his own, success. make poor organization men. They labor under the delusion that the way to succeed is by stepping on the head of some other fellow member of the company, and by their attitude they weaken the efficiency of the whole.

When the cog begins to think he is the whole machine it's a bad thing for the cog. It takes a group of individuals working with mutual respect and helpfulness toward a common goal to build a real organization. Any individual who thinks he is more important than the organization of which he is a part should stop deceiving himself. It is sure that he deceives no one else.

Information for the Farm Bloc
Wisconsin Farmer, points out that the advertising of agricultural products could be pursued as a means of stabilizing prices. He

"Advocates of the plan hold that it is possible to prevent seasonal gluts on the market during periods of extraordinary production. For instance, if there is an abnormally large crop of potatoes, it is contended that advertising of the right kind may induce the consuming public generally to eat more potatoes. It so, it will represent a saving, not only to the grower of the potatoes, but to the man in town. I say this because it is a reorgized fact that every bushel of farm produce that goes to waste represent, indirectly, a loss to the man in town. The merchant is concerned with the purchasing power of the profit resulting from the sale of farm stuff. If there is no profit, what the farmer spends is represented by the minimum. So the man in town would be benefited were there no losses of farm produce. Furthermore, as everyone who has studied the question knows, a big crop of perishables such, for instance, as potatoes, if sold at a loss one season is apt to result in smaller plantings and higher prices the following season."

This is not a theoretical preachment. Mr. Pierce goes on to show that in the case of numerous famproducts, such as cranberries and citrus fruits, advertising has already brought about a nice balance between production and consumption. These lines have been stabilized, or as nearly stabilized as it is possible to get any article that is dependent on the elements for its production.

This is a situation that should be presented to our next Congress. Undoubtedly many radical proposals will come before this Congress. The Farm Bloc will again be in the saddle. The high cost of distribution will unquestionably come up for serious consideration. No doubt the function of advertising will again be questioned. Well, the best possible answer to any doubts that may come up about advertising can be cleared up in the experience of many farm organizations that have tested its efficiency.

The Government's own investigation of the power of advertising, as shown in the Department of Agriculture's Boston Milk Survey, is a most convincing argument as to the influence of advertising in stabilizing farm produce markets. A complete account of this survey will be found elsewhere in this issue.

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Could You Make A 12-year old boy want to recite 53 Psalms

In young Carl Simpson's words: "I recited 53 hard Psalms and got them right, which was no easy thing!"

It would take a pretty strong desire for the prize on the boy's part, wouldn't it? What Carl wanted so much was BOYS' LIFE, The Boy Scouts' Magazine which is Published For All Boys by the Boy Scouts of America.

From the Rockefeller grandsons to the "kids" who have to earn their own radio outfits, camp equipment, and scores of other things they want—BOYS' LIFE attracts eager response from boys all over America.

To Put It In Figures-

40% Gain Last Year

Comparing December, 1922, with January, 1922, the gain in net paid circulation was 40%.

For the first quarter of 1923 the incoming orders for subscriptions were 84% ahead of 1922. NEARLY DOUBLE! THIS GROWING AUDIENCE OF BOYS' LIFE HAS GROWING WANTS AND KNOWS HOW TO GET THE GOODS.

53 HARD PSALMS—THINK OF IT!

Forms for July close May 25th.

BOYS LIFE

200 Fifth Ave. 1014 Union Bank Bldg. 203 So. Dearborn St. New York, N. Y. Los Angeles, Cal. Chicago, Ill.

How the Printers' Ink Publications cover the Squibb's and Ayer organizations



The advertising of E. R. Squibb & Sons is handled by N. W. Ayer & Son. The PRINTERS' INK Publications give a complete coverage of both advertiser and agency.

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May 17. 1923 VK

The following individuals of E. R. Squibb & Sons are readers of either PRINTERS' INK or PRINTERS' INK MONTHLY, or both as indicated:*

NAME	TITLE	WEEKLY	MONTHLY
C. H. Palmer	President	No	Yes
Theo. Weicker	Vice-President	Yes	44
R. D. Keim	General Sales Mg	r. "	44
F. H. Peck	Promotion & Pub		
	Manager	66	44
H. Frank Smith	Mgr. Printing	44	46
G. McN. Miller	Sales Mgr. H. P.	Div. "	No
D. D. Dunlop	Sales Mgr. East'n	Dist. "	44
S. H. Conover	Asst. Sales Mgr.	46	46
F. H. Keeler	Sales Mgr. Dental	Div. "	**

^{*} Information furnished by E. R. Squibb & Sons.

Forty-three copies of PRINTERS' INK WEEKLY and twenty-three copies of PRINTERS' INK MONTHLY are being regularly read by members of the N. W. Ayer & Son organization.

PRINTERS' INK

PRINTERS' INK MONTHLY A Journal for Advertisers
Established 1888 by George P. Rowell
sising, Sales and Marketing

April 26, edition 21,248 copies

May edition 16,800 copies

THE PRINTERS' INK PUBLICATIONS

The Little Schoolmaster's Classroom

MEMBER of the Class who lives in Johnstown, Pa., recently purchased a pair of Walk-Over shoes from a local shoe store. A month after his purchase he was surprised to find in his mail a card to which was attached a pair of Walk-Over Beaded Tip Laces.

On the face of the card was printed:

Maybe you need 'em,
Maybe you don't.
Maybe you'll wear 'em.
Maybe you'll wear 'em.
Maybe you won't.
Just a minor part of "Footwear
Equipment" for those Walk-Over shoes you bought recently.

We have your size on record.

On the other side of the card was this message:

Realizing that your shoes are the only Realizing that your shoes are the only part of your appared that can cause pain, we are using expert service to keep you comfortable.

If we have failed in any manner to

properly fit or suit you, we will consider it a personal favor if you will return your recent purchase. We want to please you and make you feel that this is your shoe store.

To the Schoolmaster, who is notably hard on shoe laces, this card seemed an exceptional piece of good-will advertising. Service that doesn't consider the transaction completed when the sale is made is the kind of service that builds more sales from satisfied customers.

On the question of enclosing return envelopes, stamped or not stamped, which was recently before the Class, the Schoolmaster has testimony from a Western manufacturer who has had an experience of ten years in selling to farmers, both direct by mail and through commission salesmen.

This manufacturer says that every letter which leaves his place of business, addressed to a prospective customer, a customer or a representative, carries a return envelope. These serve conveniently when a farmer wants to write the house, and they serve also as

Farmers carry business cards. these return envelopes in their pockets and hand them to other farmers, as is proved by the fact that every day one or more of the return envelopes is received. infrequently enclosing an order, from a person with whom the company has had no previous correspondence and who must, perforce, have had the envelope handed to him.

Envelopes of a type differing from that now used, and which were sent out seven or eight years ago, are frequently found in the incoming mail. Some of these are nearly worn out from long carrying in coat pockets.

This manufacturer uses stamped return envelopes only when a favor is asked or in cases where a special proposition, good for a very limited time, is made after preliminary correspondence.

This same manufacturer makes it a practice to enclose twenty-five cents in stamps when credit information is asked at a country bank. The manufacturer tried writing a brief letter and leaving space for reply at the bottom of the sheet, enclosing a stamped envelope, but he was frequently held up for reply and had to write a second time. The twenty-five cents in stamps seem to be appreciated and banks are uniformly prompt in giving information wanted.

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In commemoration of its seventy - fifth anniversary Ohio Farmer has recently brought out a souvenir booklet in which it prints several advertisements from early issues. As the Schoolmaster looked over these advertisements he was greatly impressed, not only by the great progress that has been made since the early days, but by what now seems the almost pathetic courage of those early advertisers.

The first two-column advertise-

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er's STANOCOLA GASOLINE ing an

Your Dealers Want Flexlume Signs

70U will find your dealers glad of a chance to get Flexlume Electric Signs bearing your trademark. They will spend money to get them. They know about Flexlumes. They have seen what they are doing for other stores.

Many large advertisers are using Flexlumes to "tie" their national advertising to the place the product They buy them in quantities and resell them to the dealer, giving him the advantage of the low price made possible by quantity production.

But you will find your dealers insist that the sign must be a Flexlume, for they have learned Flexlume stands for quality, years of experience in electrical advertising and a service organization more than nation wide.

> Let us send you a sketch showing a Flexlume to suit the needs of your business.

FLEXLUME CORPORATION BUFFALO, N.Y. 32 Kail Street



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Los Angeles, Cal.

Gains 20,347 Daily Average Circulation

worn Government State-ment, Six Months Ending March 31, 1923......166,300 daily

Six Months Ending Sept.

30, 1922......145,953 daily Increase in Daily Average Circulation

It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York G. Logan Payne Co., 401 Tower Bidg., 6 No. Michigan Ave., Chicago A. J. Norris Hill, 710 Hearst Bidg.,

San Francisco, Cal.

mill accessory firms; building ma-terial and truck manufacturers a big sales field. For surveys ask

American fumberman

Est. 1873

CHICAGO

The Niagara Lithograph Company

is looking for a well qualified advertising man to fill an important position in their selling organization. should be below middle age, but of demonstrated selling ability and able to meet men of large calibre. The position presents a field of uncommon interest with opportunity for an assured business future.

Application must be made in writing only to Niagara Lithograph Company, West 38th Street, New York City. Give full particulars. Address, "R. T.," Box 198,

care of PRINTERS' INK.

ment to appear in The Ohio Farm was in an issue of 1856. It was advertisement for Joyce's St Mill and shows five silk-hatt gentlemen gravely watching a ma and a horse as they operate the crude machine of an earlier da They are visibly impressed the mechanical marvel before the eyes, a marvel that has presumab manufactured the not been many years.

What crude machines they we working with! After all he little they had to advertise! At yet these pioneers worked steadil away three-quarters of a centur ago to lay the ground work for great business whose influence

incalculable.

As he looked over this record achievement the Schoolmaster wa again impressed with the value keeping accurate files, not only for the publisher but for the adver tiser. For the publisher such file mean a record of progress th cannot be duplicated. But for th advertiser they are even more in portant.

First of all they represen achievement. Second, they serv as definite records whenever it be comes necessary to establish prior ity of use in questions of trade marks. Crude as they are, thes early advertisements show the be ginnings of a great movement, an will be of as great interest and o as great value some day as mar a more boasted possession of to day.

The collector for the gas com pany was making his monthly cal at the home of one of the School master's neighbors. When she ha paid the bill she inquired concern ing a new gas range, which she had needed for several months.

"I don't know anything abou ranges," the collector replied "I'm just the collector. around at the office. They'll give you the dope," and he was gone

Two days later the collector for the electric light company ap peared. To him the neighbor addressed a question concerning vacuum cleaners.

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An INVITATION

Officers of THE

THIRTY CLUB of LONDON

President: JOHN CHESHIRE

Vice-President: W. S. CRAWFORD

Hon. Treasurer: PHILIP EMANUEL

Hon. Secretary: C. HAROLD VERNON

The PRESIDENT

The officers and members of The 30 Club of London

The London 1924 General Committee extend

Amost cordial invitation to the President, Officers and members of your club to visit London in 1924 and earnestly request that you do us the honor of support ing our efforts at Atlantic City this year to secure the annual convention of the Associated Advertising Clubs of the world for

England in 1924

It is proposed to hold the Convention, if it comes to London, within the great Congress Halls of the British Empire Exhibition at Wembley, London

This invitation is also supported by the following important clubs and associations in advertising and newspaper circles:

Newspaper Proprietors' Association.
Weekly Newspaper and Periodical
Proprietors' Association.
Newspaper Society.
Scottish Daily Newspaper Society.
British Association of Trade and
Technical Journals.
Association of British Advertising
Adents.

A. B. A. A

Incorporated Sales Managers' Association.

A. B. A. A. Audit Bureau. Association of Advertisement Man-

Incorporated Society of Advertise-ment Consultants. Advertising Club of Ulster, Incorporated Association of Retail Distributors. Incorporated Society of British Advertisers.

Aldwych Club. Publicity Club. Fleet Street Club. United Billposters Association. British Association of Display Men. Federation of Master Printers.

Delegates from these associations will attend.

ENTERTAINMENT GUARANTEE FUND already exceeds \$100,000

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With

u may need it today, tomorrow or next year.

Those who would profit by the ex-perience of others in building Sales by Mail should send for my new

"Help" folder—no charge.
Those who approach Direct-Mail selling in a serious way with proper guidance make a success of it. who guess at methods fail. I furnish the guidance, the ideas, the experience, the plan, the copy complete and my charge is always less than you would pay for your mistakes.

Samples of my work on request.

18 West 34th St. New York

Ad Men let me help you on your lettering layouts and borders ~ Calvin Brodsey longacre 4336

prices," he answered, "but I have folder here that you might like look over," and from his pock he drew a folder that contained brief, illustrated description of oduct, g home-model cleaner.

In addition to this he took t neighbor's name. Within t from the office of the compan les mans inviting her to come and witness interedemonstration, and enclosing seems of eral booklets on cleaners. With another week the new cleaner was productly another week the new cleaner was productly with the companion of the c another week the new cleaner we be produ

The gas company lost a sale of that the neighbor need a product that the neighbor need a pred because it did not take the Six day trouble to teach its collectors. trouble to teach its collectors to ample of anything more than money changers. The electric light companiers. The electric light companiers is believed in making etc., will every employee do his part towar selling the company's products a true the well as its service. well as its service.

Schoolmaster feels that there is a lesson here for manu facturers in every line. It is we to remember that after all the hree we sales department isn't the only on kept of that is interested in sales.

A friend of the Schoolmaster answered an advertisement which





GIBBONS Knows CANAD CORONTO MONTREAL WINNIPEG

Helen Mooney vertisin departm new bu

out I have sight like sy 17, 1923 his pool contained fered a free sample of a food ption of educt, giving also the name of sprocer, and here is what hap-need.

Asys he received a lettered by the

In four days he received a letterdial left, personally dictated by the companies manager, thanking him for lwitness is interest and for giving the osing seeme of the grocer. The sales so With manager advised that a sample of leaner we product had been mailed to reinquirer and also to the grocer, a sale of that the grocer had been of-bor need a proposition on the product, take the Six days after this letter the tors to a sample of the product reached the

take the DX Gays after this letter the tors to ample of the product reached the ey chang equirer and also the grocer.

Compan Eight days after the sample, the least a quirer received a filled-in form making etter, with a nicely printed entroward toward the inquirer that a sample of the product had been mailed. f the product had been mailed

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At the time the Schoolmaster's it is we friend told him the story, about all the tree weeks had passed after recipit of the sample by the grocer, but the grocer had as yet not say the manufacturer as eard from the manufacturer as where the product might be olmaster bitained or the cost of it to him.

The Schoolmaster has an idea hat the inquiry cost the manufacurer somewhere between two and

ive dollars.

Technical Glass Account for Los Angeles Agency

The Technical Glass Company, Los Angeles, manufacturer of glass door-knobs and door-pulls, will use business-paper and direct-mail advertising in a ampaign on its products. The account has been placed with The Dan B. Miner company, advertising, of that city.

Chicago Mop Manufacturer Plans for Advertising

Plans for an advertising campaign have been completed by the J. A. Mein-hardt Company, Inc., Chicago, manufac-turer of mops. The campaign will be c. Maley Company, advertising agency.

With Kelsey-Mooney-Stedem, Inc

Helen Dean Miles has joined Kelsey-Money-Stedem, Inc., San Francisco, advertising, as supervisor of the research department and assistant manager of new business promotion.

The Complete Book on **Engraving and Printing**



"Commercial Engraying and Printing," by Charles W. Hackleman, is a veritable encyclopedia of useful, timesaving and moneymaking information for advertising men.

Quick Answers

to daily questions about photography, retouching, draw-

enlargements, reductions. styles of drawing, plate-making for one or more colors, all methods of printing, color harmony and effective combinations, embossing, bookbinding, etc., etc.

850 Pages—Over 1500 Illustrations 35 Related Subjects

Write for FREE prospectus showing sam pages, contents, approval offer, etc. COMMERCIAL ENGRAVING PUB. CO. Dept. KZ Indianapolis, ind.

Your Chance for a Hustling Representative in N. Y. City

An editor and advertising space seller offers an opportunity to one more publisher.

HERE IS WHAT YOU GET Live-wire representation; a specified amount of news; special articles; depend ability in covering conventions.

ALL YOU PAY IS a straight commission on advertising secured and a moderate fee for writing.

WARDELL SERVICE 154 Nassau St.

Now Available

Part time of an expert on engraving and production problems. Of special value on color campaigns and to medium-size class agencies.

"K. M.," Box 194, care Printers' Ink

Be An Advertising Man

or woman. A Splendid Opportunity for Competent, Industrious, Ambitious Workers. Write for the Free Prospectus of an excellent training. Instructor in Advertising

BRYANT & STRATTON COLLEGE Buffalo, New York

Art Executive

familiar with every detail in the preparation of national and newspaper campaigns, dealer and consumer literature, seeks connection with agency, manufacturer or other large user of advertising art.

Is himself an artist capable of producing finished drawings and designs in color, black and white and in pen and ink, for all uses.

Address "J. L.," Box 193, care of PRINTERS' INK.

TRADE PAPER WANTED

The advertiser wants to buy a trade paper now published in New York, or that can be published in New York.

Not now financially interested in any paper, so address in full confidence, with complete details, price, etc.

Address "M. J.," Box 110, Care of Printers' Ink

DO NOT HAPPEN

They Are Made! With 11 years of special training and experience building effective house maga-zines for national merchandisers, I am in position to tell you how to make your house magazine build business economi-cally. Can I help you? Answer.

FRED CURRY WEST Commercial Author 245 Oak Ave. Aurora, Ill.

\$22,000 Letter from a

\$22,896.20 worth of merchandise sold with a single one-page "form" letter at a total cost of \$13.6,05. Send 25c for a copy of Postage Magazine, and an actual copy of this letter will be sent gratis. If you sell, you need Postage, which tells how to write the control of the co

POSTAGE, 18 E. 18 St., New York

Johnstown, Pa., Ad-Press Clu Changes Name

The Johnstown, Pa., Ad-Press Ca at its tenth annual meeting on May changed its name to the Advertising Ca

of Johnstown.

The following officers were elected in the ensuing year: Harry D. Corbin Traffic Company, president Johnstown Poster Advertigation of the control of the con Penn Traffic Company, president T. Nokes, Johnstown Poster Adverting Company, first vice-president; Harn Hesselbein, Johnstown Ledger, secon vice-president; Herman Roth, Valley E graving Company, treasurer, and Kenneth P. Ripple, Johnstown Poster A vertising Company, secretary.

Business-Paper Accounts with Cincinnati Agency

The Louisville Cotton Batting Company, Louisville; The W. J. Baker Company, Newport, Ky., manufacturer of the screens and toys; The Alvey-Fern son Company, manufacturer of machinery; The Monarch Carriage Good Company, and The American Flatin Company, and The American Flatin Company, subsidiary of the T. J. Con-coran Company, all of Cincinnati, have placed their advertising accounts with the Keelor & Hall Company, Cincinnata advertising agency. Business papers will be used by all these accounts.

"The International Interpreter" Appoints J. S. Hamilton

J. Stuart Hamilton has been appointed J. Stuart Hamilton has been appointed advertising manager of The Interactional Interpreter, New York. For a number of years Mr. Hamilton was advertising manager of The Independent More recently he has been advertising manager of The Trans-Pacific Magazin and The Japan Advertiser.

Falls Rubber Company Appoints W. S. Campbell

W. S. Campbell, formerly manager of sales promotion and advertising of The Miller Rubber Company, Akron, Ohio, has been appointed Western sales man-ager of The Falls Rubber Company, Cuyahoga Falls, Ohio, manufacturer of Falls tires and Evergreen tubes.

M. G. Husbands with General Advertising Company

Mance G. Husbands has joined the copy and service department of the Geral Advertising Company, Indianapolis. He was previously with The Home McKee Company, Inc., advertising agency of that city, and the Chicago Tribune.

"CLASSIFIED" Clearing House

ARKENBERG SPECIAL AGENCY CHICAGO WRITE FOR BOOKLE?

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ITHOG CAGO to ompany olor wor nusual c an origi for billbe cut-outs, fibre and

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

SK FOR 25th ANNIVERSARY arris-Dibble Company Bulletin of blishing Properties, 297 Madison venue, New York.

r Sale—Multigraph Junior No. 60, d typesetter complete. Almost new. est \$150, sell \$110 if taken at once. West 34th St., Room 1044, New ork City.

its with ULTI-COLOR PRESS is offered at less in half price to effect quick sale. Late an half price to enect quick said odel in first-class operating condition. reen & Ellis Co., 1114 Sansom Street, biladelphia.

vey-Fergu of ma age Good n Flatin C. J. Cor nati, have TBLISHERS—Circulation secured for usiness publications in Maine, New ampshire, Vermont territory. Addi-nual account solicited. Box 302, Bur-ngton, Vermont.

Printing Mechinery and Supplies

New or Pre-Used Printers' Complete Outfitters onner, Fendler & Co., New York City

LOGANS AND JINGLES-Apt, pithy, istinctive slogans, individualizing a reduct or business. Brief, catchy jingles reductive originated. Unusual copy. radvertising originated. Unusual corey, 39 Irving Pl., Brooklyn, N. Y.

Advertising Agency Commission

llowed on Multigraphing, Addressing, Iailing. Broadcast Multi-Letter Service, 34 West 43rd St., New York City.

ERIODICALS, HOUSE ORGANS, ATALOGS, etc.—First-class work; Al ervice; prices reasonable. Doing printing if this nature but can take on more. ity advantages, country prices. 67 miles rom N. Y. Stryker Press, Washington, J. Phone 100.

ITHOGRAPH SALESMAN FOR CHI-ITHOGRAPH SALESMAN FOR CHI-CAO to represent a nearby out-of-town ompany doing a national business in more work of all kinds; a splendid and ansual opportunity for capable man who an originate and sell advertising ideas for billboard posters, window displays, tutouts, signs of all kinds, including art thre and muslin signs. Box 843, P. I.

CANADIAN FACTORY

A well-known manufacturing firm, equipped with auto. screw machines, grinders, milling and drilling equipment, is open for negotiations to make part or market. Box 855, Printers' Ink.

HELP WANTED

Circulation Manager, good opportunity for man of ability. Territory covers twelve Southern States. Give age, experience, reference and salary. Address Box 825, Printers' Ink.

Wanted-A college graduate not more than 25 years old with ambition, sand and brains, who thinks he could write and sell direct advertising, and who wants an unusual opportunity to get ahead. Write the Argus Company, Albany, N. Y.

PHOTO-ENGRAVING SALESMAN

WE HAVE A POSITION OPEN ON OUR SALES FORCE THE GILL ENGRAVING COMPANY

If you have written snappy, productive copy on diversified accounts, including copy on diversined accounts, including mail-order and can get up practical merchandising plans, unusual opportunity awaits you with Ohio AAAA agency. Must be good on layout ideas, have punch, ambition and reliability. Sell yourself in reply. Box 844, P. I.

A large retail store operating along the a large retail store operating along the most modern and scientific lines in an Eastern city of 500,000 population, a store that has been developing rapidly, trading up, building a foundation of the utmost confidence, requires the services of a high-class advertising director.

He must be a man of imagination, who has the ability to carry on, to visualize a future with standards of the highest order. The salary to such a man, as order. The salary to such a man, as well as his future, are only limited by his own efforts. In your application state previous experience and other qualifications. Address Box 832, Printers' Ink.

WANTED, A Real Printing Salesman, with thorough knowledge of direct ad-vertising. Fastest growing printing plant in Southwest is installing service department to handle complete direct-mail campaigns. Director of service department is A-1 artist, copy writer and layout man. Salesman will co-operate with him in planning campaigns; must be able to in planning campaigns; must be able to locate prospects, analyze their problems and sell them. Man we want must be young enough to have his future before him. Will pay good salary to start; future will be in your own hands. Give complete information in letter and enclose photograph, if possible. State salary desired. Address: The World Company, Inc., Fort Worth, Texas.

WE CONNECT THE WIRES

HAVE YOU SOLD AGEN-CY SERVICE to big advertisers? If you have, successfully, we have successfully, we have a large place to offer you. It is with an Eastern agency of the first rank. Put an adequate charge of definite information behind your opening shot and you will hear a loud, quick report from us. Mention our No. 221-C.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

ADVERTISING AGENCY

wants young man in printing office with experience in advertisement and booklet layout and printing in general. Box 833, Printers' Ink.

EXCEPTIONAL JOB AS SALES COR-RESPONDENT FOR EXCEPTIONAL YOUNG MAN Manufacturer, forty miles from New York, offers glowing prospects for future to young man between 25 and 30, with some experience, to fill immediate opening as sales correspondent and assistant sales manager. Write, giving full information, in confidence. in confidence. FEDERAL ADVERTISING AGENCY 6 East 39th St.

POSITIONS WANTED

A BOY who has chosen advertising for his career wants to work for a New York City agency. Now employed where future possibilities are limited. Address Box 830, Printers' Ink.

Yale Graduate

Honor man, age 26, 18 months France; 6 months copy writing, 1 year's selling experience. Desires position N. Y. C. Address Box 859, Printers' Ink.

A contributing editor now furnishing editorial and feature material to publications of the highest class wishes to extend his field of work. Specializes in scientific and economic subjects. Box 840, P. I.

ADVERTISING MANAGER
Young man, initiative, education, thorough knowledge of advertising principles. Over 3 years large agency; now in executive capacity. Box 834, Printers' Ink.

Both agency and commercial experience makes me valuable as advertising assis tant to busy executive. Competently handle layout, typography, art work; buy printing, engraving, etc. Opportunity more important than salary. Age 21. Box 831, Printers' Ink.

Someone Needs This Selling Voice Young woman with exceptional telephone sales personality seeks position in which she can apply it—in collections, in getting subscriptions, in solicitation of classified or small display advertising, in winning new business or keeping old business by removing the inflammation from incipient peeve. Box 856, Printers' Ink.

Capable secretary with five years' perience (two years in an advertigagency) would like a position with account executive in a small assaury \$35. Box 841, Printers' Ink

ADVERTISING SOLICITOR many years' newspaper experience, dest to become Eastern representative Western Trade Paper of good circ tion, Commission. Box 838, P. I.

Assistant to Executive—11 years ough experience with publishers in advanced work. Sales promotion; sure work. Sales promotion; sure Age 31. G tising work. Sales promotion; survision of make-up, etc. Age 31. Gepersonality; hustler. Box 850, P. I.

STENOGRAPHER

3 years' advertising agency expenses, knowledge of bookkeeping, \$
Box 860, Printers' Ink.

AUTOMOTIVE COPY WRITER Forceful writer of "selling" automoti copy wants connection with agency maker of parts or accessories. Send i convincing copy samples. Box 839, P.

ASSISTANT SALES MANAGER with advertising point of view, 11 year experience. Routine systematizer. Cad erjack correspondent, merchandisis sense; 28; aggressive; \$50. Box 854, P.

Free Lance Copy Copy chief, big N. Y. Agencies, 8 year Resultful advs., letters, booklets, con plete campaigns. Box 849, Printers' In

Ambitious Young Man Available Six years' experience in Pressroom, is months' studying Public Speaking as Salesmanship. Desires opportunity enter selling field in N. Y. Sincere, Et thusiastic and Determined. Box 846, P.

I WAS Solicitor, four years, Amer can office, Northcliffe Pre (London Times, Daily Mail, etc.). Twyears' advertising research work (field investigator), monthly magazine. Eight years retail selling and traveling.

AM now available, a 24-hour may with a record. Box 845, P. 1

Advertising Manager Available Advertising manager with well-rounded out experience will prove valuable it small manufacturer. Ten years' experienc creating, writing and planning effective result-producing campaigns. Thorong result-producing campaigns. Thorough knowledge of direct-mail advertising printing, art work and engraving. Gestile, age 34, married; minimum salary \$4,000. Location, New York City. Bot 857, Printers' Ink.

I want to quit a \$5,000-a-year job, but I want to quit only for a job that will pay a minimum of \$6,000 a year net. If there is a firm in need of sales representation in Chicago, and you will write me, I will place before you all the credentials you need. Age 40, American, gentile. Experienced along technical lines, seling for one of the larger firms in manufactured lumber products. Address "Salesman," Box 858, care Printers' Ink, Chicago, III.

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ADVERTISING MAN

and vith successful basement store in New England coming to New York. Knows bargain appeal. Has written style copy, direct-mail and general publicity. Young man. Ideas. Responsibility. Box 836, P. I.

FFICE MANAGER
SEASONED EXECUTIVE
THOROUGH ACCOUNTANT THUNDUGH ACCOUNTANT
specialist in agency accounting problems,
astallation, operation, management,
asnee, with clean record of accomplishants. Open to your investigation. Box
28, Printers' Ink.

agency Send f 839, P. Can You Use a Good AGER Man in New York City? er. Crac

My grass Business Manager and Circula-tion Manager of Successful Periodicals— and always made good. Box 826, P. I.

PRODUCTION MANAGER LAYOUT MAN TYPOGRAPHER

Writes some copy. An advertising man who is growing seeks a connection with a small agency where the need and the opportunity is for all-around de-elopment. Available about June 15. Box 848, Printers' Ink.

Have You the Hole for This Peg? He has a gift for word pictures and can arry a full load in an even day-to-day pull. 33/2 years' experience in hack work on trade journals and creative copy in small agency have whetted a desire for bigger things. Anxious for high ability and standards in superiors. Ad-dress Box 852, Printers' Ink.

> **NEWSPAPER EXECUTIVE**

Canadian, aged 27, with ten years' prac-nial experience on larger newspapers, executive and selling, open for connection with opportunities. Knows promotion and copy writing. Record is "made good" all through. Best Canadian and U. S. refer-ences. Further particulars Box 827, P. I.

IF YOU ARE A MANUFACTURER OR AN AGENCY, OR POSSIBLY A PUBLICATION

dealing with department stores, here is the opportunity to secure the services of a young man now with the leading busi-ness paper in its field. For it, he has visited stores in every extreme of this country and parts of Canada. He knows what interests buyers and when to ap-peal to merchandise managers. He has sold advertising space, written copy and editorial articles. Will give present em-ployers as reference. Available probably about end of month. Box 842, P. I.

Advertising Manager-Successfully diadvertising analyses—Successfully di-rected national campaigns, using leading periodicals, dominant newspapers, trade journals and direct-mail; assisted man-agement of large sales force; familiar with department store advertising; knows media, art work, effective layouts; 10 years' experience; always connected with high-calibre organizations; college grad-uate, 34, married. Box 829, P. I.

ARTIST with IDEAS
capable of making attractive layouts,
finished drawings, buying engravings and
directing the printing of Folders, Booklets, Posters and Newspaper or Magazine Advertisements, Employed until
June 1st. Prefers Washington, but will
consider other locations. Samples and
full details gladly furnished. Box 837,
Printers' Ink. ARTIST with IDEAS

ADVERTISING AND SELLING EXPERIENCE

Owned specialty advertising business in Western city for 12 years. Have handled printing, art work, written copy, edited house-organs. Have sold specialties on road and handled salesmen. Open for position in New York in agency or as sales or advertising manager or assistant. Salary secondary. Box 851, P. I.

Assistant Advertising Manager A busy executive needs this man. He is A busy executive needs in small.

26 years old with nine years' actual advertising experience. He knows printing, engraving, art buying, layouts, etc., thoroughly and is a forceful copy writer,

He knows the busines from both the advertiser's and agency's angle. Salary within reason. Give him an interview and tell him what he is worth to you. Address Box 835, Printers' Ink.

Magazine Publishing House Executive

Available for Immediate Service

Prepared to take charge of entire pub-lishing business, or of any department or unit. Has come up through the ranks and successfully managed circulation, advertising, editorial and manufacturing departments. A keen quick thinker and planner, hard worker, in the best of health. Age 32, married.

This man has a thoroughgoing, practical knowledge of printing, lithographing, en-graving, art work, and costs and esti-mating thereof.

Has built and maintained large circulations on national magazines.

Has established and successfully controlled the editorial policies of magazines and directed the editorial work. A forceful writer and creator of ideas,

Has sold advertising space and sales managed an advertising department.

His services are now available for substantial publishing organization.

Additional particulars available at Box 853, Printers' Ink.

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The Weed Grown Road

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Are the tributaries of your business located on a weed grown road or a beaten path?

Have you placed guide posts to your selling outlets for the multitudes to follow, or have you left them wandering in a wilderness of uncertainty?

Advertising effectively localized tells buyers where the goods can be purchased. Outdoor Advertising is the unmistakable indicator of the point of purchase.

To know why and how is not enough. The public must know where. You can tell them best with

OUTDOOR ADVERTISING



Branches in 49 Cities Operating in and Representing 9,000 Cities and Towns

CHICAGO

Harrison, Loomis & Congress Sts.

NEW YORK Broadway, Fifth Ave. at 25th Street

Does the morning newspaper go into the home?

Assuredly The Chicago Tribune does, for it has more home-delivered circulation than any other Chicago paper—morning or evening.

These Tribunes must stay in the home and make sales for merchants or so many local advertisers to women would not spend more money in The Daily Tribune than in any other Chicago daily paper.

Consider how these big musical instrument advertisers spend their appropriations:

Lyon & Healy used more lineage in The Tribune in 1922 than in all the other Chicago papers combined. What is even more interesting is the fact that this store (which originated the Milline as a volumetric measure of advertising) bought three times as much advertising (in Millines) in The Tribune as it bought in all the other papers combined. Lyon & Healy advertising in Millines for 1922 was bought as follows: Post 652, News 10,608, American 13,924, Herald-Examiner 16,180—Total 41,364—Tribune 133,838.

Brunswick, Bissell Weisert, Adam Schaaf and Rudolph Wurlitzer also used more *lineage* in The Tribune than in all other Chicago papers combined.

The Chicago Tribune

512 Fifth Ave. New York City Tribune Bldg. Chicago Haas Bldg. Los Angeles